

## The Impact of Image on the Retention of Business at the Holland Bakery Citra Raya

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### Abstract

Brands are widely recognised as a company's most valuable asset to consumers, which is why brands are important to consumers in their search for product differentiation and uniqueness, as well as in their decision making when choosing products and in increasing consumer confidence in those products. In this study there was a population of 114 respondents, but the researcher took a sample of 100 respondents. The results of this study explain and show that Holland Bakery has created a good brand image among the general public. Based on the results of the calculated and processed questionnaire, consumers choose Holland Bakery as their first choice when buying food products such as the products offered by Holland Bakery, especially bread.

**Keyword:** Brand Image, Holland Bakery, Consumer

### INTRODUCTION

It is widely recognised that a brand is the most valuable asset of any business to consumers, which is why brands are important to consumers in their search for product differentiation and uniqueness, as well as in their decision making when choosing a product and in increasing consumer confidence in these products (Sasmita & Suki, 2015). For the seller itself, a trademark characterises a product and provides unique legal protection for the product. With a trademark, consumers can easily distinguish the characteristics of each product. Understandably, manufacturers care a lot about the decisions people make about their products and services.

According to (Kotler, 2008), brand image is the consumer's perception and belief, which is reflected in the associations that form in the consumer's memory. A good brand image determines the decision to purchase a product or service. Brand image or brand description, namely the image of consumer groups and their beliefs about certain brands (Tjiptono, 2005).

Consumer choices are strongly influenced by the decisions people make about particular brands. In addition, these choices shape brand and product images, as well as the people who act on these choices. Another factor influencing purchase decisions is brand image. Brand image is the overall perception of a brand and is formed from information and past experiences about the brand. Brand image is related to attitudes in the form of beliefs and preferences about brands. Consumers who have a positive image of the brand are more likely to purchase (Setiadi, 2003).

According to (Rangkuti, 2002), a brand is a seller's promise to consistently deliver certain features, benefits and services to buyers. The best brands provide quality assurance. However, naming or branding a product should be more than just a symbol, it should be its attributes, benefits, values, culture, personality and users. Brands have become a major contributor to the success of commercial and non-commercial marketing organisations, manufacturers and service providers, as well as local and global organisations.

In the current era of globalisation, marketing is one of the key success factors for companies to survive in business competition. In order for the company to continue to grow and achieve maximum profit, the marketing department plays an important role in meeting the needs of consumers today and in the future. The success of a company can be seen from the increase in production to the marketing process. In this case, companies need to produce and sell great products (Apriono, 2016).

In marketing activities, marketers should always design brand image building programmes and implement marketing support activities to strengthen the brand. Brand strength has two components: consumer perception of the brand and consumer loyalty to the use of the brand (Gadau, 2016). According to (Apriono, 2016), consumers are the most important aspect in the development of sales and marketing strategies implemented by business people. As consumers become more selective in choosing the goods and services they need, businesses need to implement effective and efficient marketing strategies. This condition makes it increasingly difficult for companies to have the right strategy to achieve their sales targets. With technology developing at an increasingly dynamic pace, the best strategy must be chosen to act quickly and accurately to stay ahead of the competition.

In order to maintain its business, Holland Bakery must strive to continue to shine in its field, which is food and drink. As explained above, brand image and marketing strategy also play an important role in sustaining a business, regardless of the type of business. Starting from the improvement of the brand image in order to attract the attention of the consumer, and which strategies are implemented in order to increase the interest of the buyer in the product and the loyalty of the buyer to the products offered by Holland Bakery. Based on this explanation, the authors compiled research on the effect of brand image in maintaining business at Holland Bakery Citra Raya.

## RESEARCH METHODOLOGY

The type of research used in this study was quantitative. Quantitative research can be defined as a research method based on positivist philosophy, used to study certain populations or samples, sampling methods are generally random, data collection using research tools, data analysis is determined quantitatively/statistically based on the following hypotheses (Sugiyono, 2009).

According to (Creswell, 2012), quantitative research is a method of testing certain theories by examining the relationship between variables. These variables are measured so that data consisting of numbers can be analysed based on statistical procedures. According to (Azwar, 2011), the quantitative approach is basically carried out in inferential research (in the context of hypothesis testing) and relies on the conclusion of the results on an error probability of rejecting the null hypothesis. Quantitative methods are used to determine the significance of group differences or the significance of the relationship between the variables being studied. In general, quantitative research is a large sample study. The population in this study was 114 respondents, but the sample in this study was only 100 respondents who completed the questionnaire.

## RESULTS AND DISCUSSION

### Results

This research was conducted with the aim of knowing the effect of brand image in retaining Holland Bakery's business, how consumers respond to Holland Bakery's brand image, the products offered and the services Holland Bakery provides to consumers. Therefore, the presentation of data was obtained from a questionnaire randomly distributed to 114 respondents, while the sample size was 100 respondents.

The identity of the respondents and general information about the purchase of Holland Bakery products used in this study were based on the number of products in demand and the budget spent on purchasing Holland Bakery products. This can be seen in the table below.

Table1. Based on the number of Holland Bakery products in demand

No.	Bread products in demand	Frequency	Percentage
1.	1	15	15
2.	2	35	35
3.	3	26	26
4.	4	10	10
5.	Etc.	14	14
	Total	100	100%

Table2. Based on the budget spent on purchasing Holland Bakery products

No.	Budget expenses	Frequency	Percentage
1.	Rp. 50.000	15	15
2.	Rp. 100.000	34	34
3.	Rp. 150.000	20	20
4.	Rp. 200.000	17	17
5.	Etc.	14	14
	Total	100	100%

The table above shows the results of the processing of the respondents' data, the number of Holland Bakery products in demand and the budget spent when buying Holland Bakery products. Table 1, regarding the number of Holland Bakery products in demand, 35 people answered that there are 2 products in demand. Table 2, regarding the budget spent when buying Holland Bakery products, out of 100 respondents, 34 people spent a budget of Rp.100,000, and included in the highest frequency compared to other budgets with a frequency of less than 30 people.

Number	Description
1	Strongly Disagree
2	Diasgree
3	Less Agree
4	Agree
5	Strongly Agree

#### Holland Bakery products ranked as preferred

No.	Holland Bakery products ranked as preferred	Frequency	Percentage
1.	1 (First)	45	45.0
2.	2 (Second)	34	34.0
3.	3 (Third)	18	18.0
4.	4 (Fourth)	3	3.0
	Total	100	100%

#### Holland Bakery's promotion attracts attention

No.	Holland Bakery's promotion attracts attention	Frequency	Percentage
1.	1 (Strongly Disagree)	7	7.0
2.	2 (Disagree)	7	7.0
3.	3 (Less Agree)	20	20.0

4.	4 (Agree)	27	27.0
5.	5 (Strongly Agree)	36	36.0
	Total	100	100%

#### Promotion generating the desired interest to purchase

No.	Promotion generating the desired interest to purchase	Frequency	Percentage
1.	1 (Strongly Disagree)	4	4.0
2.	2 (Disagree)	6	6.0
3.	3 (Less Agree)	23	23.0
4.	4 (Agree)	35	35.0
5.	5 (Strongly Agree)	32	32.0
	Total	100	100%

#### Offering discounts to attract customers

No.	Offering discounts to attract customers	Frequency	Percentage
1.	1 (Strongly Disagree)	6	6.0
2.	2 (Disagree)	7	7.0
3.	3 (Less Agree)	19	19.0
4.	4 (Agree)	26	26.0
5.	5 (Strongly Agree)	42	42.0
	Total	100	100%

#### Introducing new products to Holland Bakery customers at every transactional activity

No.	Introducing new products to Holland Bakery customers at every transactional activity	Frequency	Percentage
1.	1 (Strongly Disagree)	1	1.0
2.	2 (Disagree)	10	10.0
3.	3 (Less Agree)	22	22.0
4.	4 (Agree)	25	25.0
5.	5 (Strongly Agree)	42	42.0
	Total	100	100%

#### Holland Bakery staff are able to respond to requests and answer questions with great enthusiasm and full knowledge.

No.	Holland Bakery staff are able to respond to requests and answer questions with great enthusiasm and full knowledge.	Frequency	Percentage
1.	1 (Strongly Disagree)	8	8.0
2.	2 (Disagree)	19	19.0
3.	3 (Less Agree)	31	31.0
4.	4 (Agree)	42	42.0
5.	5 (Strongly Agree)	8	8.0

Total		100	100%
<b>Servers are always polite when serving customers</b>			
No.	Servers are always polite when serving customers	Frequency	Percentage
1.	1 (Strongly Disagree)	5	5.0
2.	2 (Disagree)	4	4.0
3.	3 (Less Agree)	14	14.0
4.	4 (Agree)	31	31.0
5.	5 (Strongly Agree)	46	46.0
Total		100	100%

The hypotheses were tested using simple regression analysis. The results are shown in the table below.

## REGRESSION

### 1. Regression equation

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.649	.358		7.398	.000
	Mempertahankan usaha pada Holland Bakery	-.211	.086	-.242	-2.466	.015

a. Dependent Variable: Brand Image

The regression equation is obtained as follows:

$$Y = 2.649 - 0.211 X$$

### 2. Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242 <sup>a</sup>	.058	.049	.824

a. Predictors: (Constant), Retention of Holland Bakery Business

Interpretation: An r-squared value of 0.058 was obtained, which means that the variable "retaining business at Holland Bakery" explains 5.8% of the brand image.

### 3. Hypothesis Testing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.649	.358		7.398	.000

Mempertahankan usaha pada Holland Bakery	-.211	.086	-.242	-2.466	.015
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a. Dependent Variable: Brand Image

Interpretation: A p-value (significance) of 0.015 <0.05 was obtained, from which it can be concluded that there is a significant relationship between retaining business at Holland Bakery and brand image.

## Discussion

### Profile of PT Mustika Citra Rasa (Holland Bakery)

Holland Bakery is a brand for a franchise network of modern, premium quality bakeries. Founded in 1878, Holland Bakery is headquartered in the Jakarta area and already has more than 200 outlets throughout Indonesia in Jakarta, Bandung, Surabaya, Lampung, Batam, Pekanbaru, Makassar, Bali, Balikpapan and Manado (Ricardo Sitorus, 2021). This bread company is one of several food outlets mentioned in the Indonesian edition of Lonely Planet magazine, this company has a slogan that is familiar to bread lovers, namely "Top because of quality", this company is very concerned about the quality of its products, not only in quality but also in the way of service to the customers who buy. Holland Bakery has obtained a Halal certificate from the Central MUI LPPOM with the number 00160083100517, which applies to all Holland Bakery outlets nationwide with the SJH status "A" (Excellent) for two consecutive audit periods (Yulius, 2019).

Based on the data listed in the table above, it can be seen that Holland Bakery offers a variety of treatments to its buyers or consumers. The products offered by Holland Bakery can be considered as very complete. It can be seen from the tables that the product, customer service, service to consumers greatly affects buyer loyalty and the sequence will be able to maintain a business. In this study the business of Holland Bakery is the subject of discussion.

The following explanation of the results in the tables, in descending order from the table above, shows that:

**1. *Holland Bakery products are the first choice***

This table shows that out of 100 respondents, 45 responded that Holland Bakery was their first choice.

**2. *Holland Bakery's promotion attracts attention***

This table shows that 36 respondents strongly agree with Holland Bakery's promotional activities.

**3. *Promotion generating the desired interest to purchase***

This table shows that there are 35 respondents, which means that the respondents agree that promotional activities are directed according to the interests of the customers.

**4. *Attract customers with discounts***

This table shows that 42 respondents strongly agree that price discounts can increase consumer interest in buying Holland Bakery products.

**5. *Introducing new products to Holland Bakery customers on every transaction activity***

This table shows that 42 respondents strongly agreed that the server always offers consumers new products that have just been released.

**6. *Holland Bakery staff are able to respond to requests and answer questions with great enthusiasm and full knowledge.***

This table shows that 42 respondents agree that Holland Bakery's server is able to respond to consumer requests.



### 7. *The server is always polite when serving customers.*

This table shows that 46 respondents strongly agree that the service at Holland Bakery is very good.

These results explain and show that Holland Bakery has created a good brand image among the general public. Based on the results of the calculated and processed questionnaire, consumers choose Holland Bakery as their first choice when purchasing food products such as the products offered by Holland Bakery, namely bread. Holland Bakery's products are quite well known in the community, so from this statement it can be concluded that the image built by the company can be said to be successful in maintaining its business in order to attract consumer attention.

The results of the study show that Holland Bakery's products have attractive promotions and a strategy of offering discounts on products to encourage consumers to buy these products. In addition, the results also show that servers are always introducing new Holland Bakery products to consumers, and that server service is very helpful and polite to consumers.

## CONCLUSION

Based on the results of the research on the influence of brand image in retaining Holland Bakery's business, the following conclusions can be drawn:

Holland Bakery is a brand for a franchise network of modern, premium quality bakeries. This company is very concerned about the quality of its products, not only in terms of quality, but also in the way it serves its customers. These results explain and show that Holland Bakery has created a good brand image among the general public. Based on the results of the calculated and processed questionnaire, consumers choose Holland Bakery as their first choice when buying food products such as the products offered by Holland Bakery, namely bread.

In this case, it proves that the brand image carried out by Holland Bakery in maintaining its business can be said to be successful, because seeing from the response of the community that Holland Bakery products are a food business that is quite liked and remembered.

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