

Consumer Perception Analysis On The Brand Equity Of Shampoo Sunsilk And Pantene In The City Of Medan

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Abstract: *Brands with strong brand equity can maintain market share, attract investors and fend off the arrival of new competitors. Brand equity consists of elements of brand awareness, brand associations, perceived brand quality and brand loyalty. Sunsilk and Pantene are shampoo brands that have been trusted by most Indonesian people. Both of these shampoos are also in demand and have a strong place in the minds of consumers, especially in the city of Medan. This study aims to determine whether there are differences in brand equity of Sunsilk and Pantene brand shampoo products to consumers in the city of Medan. The results showed there were differences in brand equity of Sunsilk brand shampoo products with Pantene brand shampoo products, where the value of brand equity in Sunsilk brand shampoo was lower compared to Pantene brand shampoo. However, this difference did not occur insignificantly.*

Keywords: *Brand equity, brand awareness, brand association, brand quality perception, brand loyalty*

Introduction

The strength of the brand on consumer purchasing decisions encourages research institutions to conduct research on an ongoing basis to find and choose the best brands in various categories to get an award (award). In Indonesia, several competent research bodies for this include Frontier for the Indonesia Customer Satisfaction Award (ICSA), MARS for the Indonesia Best Brand Award (IBBA), MarkPlus for Superbrand, Onbee Marketing Research for the Word of Mouth Marketing (WOMM) Award, magazine Marketing in collaboration with Frontier Consulting Group for the Top Brand Award, and so on. These awards are a pride for the brand chosen as the best brand and that success can be used as a parameter of the success and achievement of a brand in the market. These awards can be an indication of the success of a brand in the market because this award is obtained based on the results of a survey conducted on consumers. So, this award can be said to be the recognition of consumers to a brand. Eugenia (2011) states that the Top Brand logo installed on the packaging gives a great influence to consumers to make choices on the product. So the opportunity for a company's brand to be chosen by consumers will be higher along with consumer confidence in the brand. Consumers also often make the award as the main reason to remain loyal to the brand used today (customer loyalty), change brands and try the brand (brand switching) or move (customer migration), and leave the brand that has been used. This is proven by research conducted by Marketing and Frontier Consulting Group magazines. Research conducted is to evaluate the strength of the Top Brand logo on consumer purchasing decisions.

Women tend to prioritize appearance, so very concerned about the appearance of her hair. Realizing this, many shampoo industries compete with one another to meet the needs and desires of their consumers by producing shampoo products that are needed and desired

for consumer hair (Santoso, 2010). Shampoo is a product that is included in the category of non-durable goods, so producers must create a special marketing strategy to increase brand preference in order to achieve brand loyalty to consumers. This is in accordance with Kotler's statement (2005: 73) regarding non-durable goods, i.e. tangible goods which are usually consumed in one or several uses, whereas when grouped according to consumer shopping habits, shampoo belongs to the convenience goods group. Convenience goods are goods that are usually often purchased by consumers, immediately and with minimum effort. According to the results of research conducted by Marthin and Semuel (2007), shampoo products with certain brands will have consumers with high loyalty if there is a match between the quality of shampoo with the hair characteristics of the consumer. Loyal shampoo consumers will not want to change to another shampoo brand, because the shampoo that has been used is able to provide hair as expected. He also stated, if a consumer is loyal to a brand, then he will not easily switch to another brand, whatever happens with that brand.

Brand competition in Indonesia can be said to be competitive as well as shampoo products. This is because there are various kinds of brands on the market, but only a few brands are included in the Top Brand category. Top Brand is able to provide a measure of the success of a brand in the market through three dimensions, namely mind share (top of mind), market share (last usage), and commitment share (future intention). Top Brand Index is formulated based on these three variables, it can be concluded that these three variables are able to give an idea of the condition of the brand in the market. The first variable, mind share, indicates the strength of the brand in the minds of consumers. Market share shows the strength of a brand in the market in terms of consumers' actual buying behavior. The third variable, commitment share indicates the strength of the brand in encouraging consumers to buy the brand in the future (<http://www.frontier.co.id>).

In marketing Medan City products, it is a potential market for shampoo companies or distributors. Because the city of Medan is the economic center of North Sumatra Province. Shampoo is something that is needed for every individual who has hair in meeting their health and hygiene needs. In this era, cleanliness is very important to maintain health. All people in society, both those in the weak economic category to the sufficient economic category, must use shampoo to clean their hair. Consumer needs for shampoo is a high requirement. Nowadays, it is rare to find individuals who still use straw water, freshly squeezed leaves and coconut milk to wash their hair, this is because there are already many shampoo products which are certainly more practical, and can provide maximum results.

In accordance with the results of the Top Brand survey conducted by Frontier Consulting Group and Marketing Magazine, several shampoo products that compete in the market today include Sunsilk, Pantene, Clear, Lifebouy, Rejoice, Dove, Zinc, Emeron and Head & Shoulders. PT Unilever Indonesia Tbk (UNVR) and PT Procter & Gamble Home Products Indonesia (P&G) control 90 percent of the Indonesian shampoo market, according to data from various sources compiled by the IFT Research Department. Unilever Indonesia's market share reaches 50 percent while Indonesia's P&G market share is 40 percent (<http://www.indonesiainancetoday.com>). The two companies are large companies whose personal care products (toiletries products), namely Sunsilk and Pantene shampoo, which have dominated the shampoo market share since 2010.

Sunsilk and Pantene are shampoo brands that have been trusted by most Indonesian people. Both of these shampoos are also in demand and have a strong place in the minds of consumers, especially in the city of Medan. Judging from the results of a survey from the Top Brand 2016 to 2019, the two shampoo brands received a high Top Brand Index compared to other competing shampoo brands. In 2016 the Clear Top Brand Index defeated the Pantene Top Brand Index, but in the following years the Pantene Top Brand Index continued to

increase. Intense competition between Pantene and Sunsilk is clearly seen from the acquisition of the Top Brand Index.

Both Sunsilk and Pantene are constantly advertising their products on television with enthusiasm. Both do not want to lose in the 'war' advertising so that their products become the top of mind in the minds of consumers and become the most recognized products. Both products use well-known advertising endorsers and are considered influential in the community, namely Titi Kamal for Sunsilk and Anggun C Sasmi for Pantene, which are expected to reinforce their brand associations. The selection of endorsers is a strategy that can be used by marketers so that their products get attention in the community. Heruwati (2010) states that celebrity endorsers who are considered as role models for consumers, may be more inclined to encourage trust and trust for consumers, so that they are better able to influence purchase intentions, attitudes and behaviors.

In addition, the range of products given by Pantene such as conditioner, hair masks, and hair moisturizers without rinsing also increases perceived quality in the eyes of consumers by emphasizing the efficacy of these products which can treat hair more intensely according to the type of problem or hair type of consumers. Sunsilk does not want to be outdone by Pantene, then Sunsilk also releases the same type of products namely conditioners, hair masks, hair moisturizers without rinsing and serums that are made using experts to create the right ingredients for hair problems owned by consumers, such as Thomas Taw. Leading hair from London which is famous as an expert for dry and damaged hair that creates sunsilk content for damaged hair, so that damaged hair can look healthy again, soft, manageable and unblocked (<http://www.sunsilk.co.id>).

Price competition for Sunsilk and Pantene products has intense competition. From observations in one of the leading supermarkets in Medan, retail prices for this shampoo product with a net content of 90ml are in the range of Rp. 8,000 to Rp. 9,000. As for shampoo with sachet size at a price of Rp 1,000, - retail. Sunsilk and Pantene also always maintain the level of product availability, so consumers can easily get this product at the retail level.

The objectives in this study are:

1. Knowing the difference in brand awareness position between Sunsilk and Pantene brand shampoo products.
2. Knowing the differences in the position of brand association of Sunsilk and Pantene brand shampoo products.
3. Knowing the difference in brand position of perceived quality of Sunsilk and Pantene brand shampoo products.
4. Knowing the differences in the position of brand loyalty products Sunsilk brand shampoo with Pantene.

Literature Review

Ekuitas Merek

Brand equity according to Durianto, et al (2004: 4) defines brand equity as a set of brand assets and liabilities associated with a brand, name, symbol that is able to add or reduce the value given by a product or service both to the company and to customers. Brand Equity is closely related to how many customers of a brand are satisfied and feel loss when changing brands (brand switching), respecting the brand and consider it as a friend, and feel bound to the brand (Kotler, 2002: 461). Keller (2005) defines brand equity as a value that is directly or indirectly owned by a brand. Kotler and Armstrong (2001: 357) are the values of a brand, according to the extent to which the brand has high brand loyalty, name awareness, quality received, strong brand associations, as well as other assets such as patents, trademarks and channel relationships. Thus it can be concluded that brand equity (brand equity) is the

strength of a brand that promises the value expected by consumers of a product so that ultimately consumers will feel more satisfied when compared to other products.

Brand equity does not occur by itself but is supported by the elements forming brand equity, where it can be grouped into five categories (Durianto, et al; 2004: 4) as follows.

1. Brand awareness is the ability of a group of consumers to recognize or recall the existence of a brand that is a part of a particular product or service category.
2. Brand Association is the image of a brand to a certain impression in relation to habits, lifestyles, benefits, product attributes, geography, prices, competitors, celebrities and others.
3. Brand Perceived quality is the consumer's perception of the quality or excellence performance of a product or service compared to consumer expectations in consuming the product or service.
4. Brand loyalty is the attachment or loyalty of consumers in consuming a particular product or service brand.
5. *Other proprietary asset.*



Sumber: Durianto, dkk (2004:5)

Gambar 1. *Brand Equity Concept*

The elements of brand equity outside of other proprietary assets are known as the main elements of brand equity. The fifth element of brand equity (other proprietary assets) will be directly affected by the quality of the four main elements.

According to Kotler and Armstrong (2001: 461) there are consumers who are aware of the existence of a certain product or service (brand awareness), where brand awareness is measured based on consumers' memories or recognition of the brand. On top of that, there are brands that have high brand acceptability for a condition where consumers do not refuse to buy the brand. Then there are brands that have a high level of brand preference, this is a condition where consumers choose a brand over other brands. Finally, there are brands that have a high level of brand loyalty from consumers.

Research Method

Data Source

Data used in this study according to sources are :

1. Primary data, is research data that comes directly from original sources or not through intermediary media (Indriantoro and Supomo, 2002: 147). The primary data used in this study is the data from the tabulation questionnaire.
2. Secondary data, secondary data is data obtained indirectly through intermediary media or obtained and recorded by other parties (Indriantoro and Supomo, 2002: 147). Secondary data in this study is a general description of the company, theories that are relevant to the research and the results of previous studies.

Population is a generalization area consisting of objects or subjects that have certain qualities or characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016: 115). The population in this study is the people in Medan who use Sunsilk and Pantene shampoo brands.

Indicator variables used in this study were 20 indicators, so many respondents were sampled from 100 to 200 respondents. In this study 120 respondents were used who were considered to have represented the population. Non-probability sampling technique used in this study is purposive sampling technique, where this method is a sampling procedure that selects a sample of people or units that are found or accessed with certain considerations (Sugiyono, 2016: 122). The consideration used in selecting respondents is consumers who use shampoo more than 3 times until this study was conducted with the age of the respondent at least 17 years with a minimum education level of at least junior high school. Choosing respondents with a minimum age of 17 years is to consider that respondents with the age of 17 can provide opinions and answer respondents' questions rationally.

Proof of hypothesis is done by using a different T-Test or T-score test. According to Santoso and Tjiptono (2001: 155) the use of T-Test in analyzing data because T-Test is in principle a statistical technique to test hypotheses about the presence or absence of significant differences between the two sample groups by means of the mean difference. This comparative study used a different T-Test for paired samples. Decision making that is used as a reference is if the probability or significance (sig 2 tailed) <0.05 , then the hypothesis stating there is a difference between brand equity of Sunsilk and Pantene shampoo products for residents in Medan can be accepted.

Analysis And Discussion

Comparison of Brand Awareness

Before a different T-Test is tested, the respondent's answer scale on each indicator of brand awareness subvariable is averaged to find out the average answers of each respondent on the brand awareness subvariable. Then, a different T-Test with sample is tested paired (paired sample). The results obtained are in Table 1.

Table 1. Result T-Test Brand Awareness Variable

Subvariabel	Means	Paired Differences Means	Sig. (2-tailed)
S.aware	2,833	0,0367	0,559
P.aware	2,797		

Based on Table 1. it can be seen that the average brand awareness of Sunsilk shampoo products is 2.833 greater than the average brand awareness of Pantene shampoo products at 2.797 with an average difference of 0.0367. The probability is greater than 0.05. Thus, there is a difference between brand awareness of Sunsilk shampoo products and Pantene shampoo products, where consumers are more aware of the existence of Sunsilk shampoo brand products compared to Pantene shampoo products. This is because the Sunsilk shampoo first appears in the market so that people are more familiar with the brand and become the brand that first appears in the minds of consumers when asked about shampoo products. However, this difference did not occur insignificantly. The results of this study are supported by the results of previous studies conducted by Makerti (2010). Overall responses of respondents for each indicator of brand awareness variables both on Sunsilk and Pantene shampoo products have an average score of 3. This means consumers feel quite good in knowing Sunsilk and Pantene shampoo products.

Comparison of Brand Associations

Before a different T-Test is tested, the respondent's answer scale on each of the brand association subvariable indicators is averaged to find out the average answers of each respondent on the brand association subvariable. Then, a different T-Test with a sample is tested paired (paired sample). The results obtained are in Table 2.

Table 2. Result T-Test pada Brand Association Variable

Subvariabel	Means	Paired Differences Means	Sig. (2-tailed)
<i>S.association</i>	2,828	-0,0267	0,521
<i>P.association</i>	2,855		

Based on Table 2. it can be seen that the average Sunsilk shampoo product brand association is 2.828 smaller than the average Pantene shampoo product brand association of 2.855 with an average difference of 0.0267. The probability is greater than 0.05. Thus, there is a difference between the brand association of Sunsilk shampoo products and Pantene shampoo products, where consumers consider the Pantene shampoo product brands to be more successful in creating brand product associations when compared to Sunsilk shampoo products. Pantene and Sunsilk Shampoo are both from reputable companies that have produced good quality shampoos. However, consumers find Pantene shampoo product packaging to be more attractive and a better Pantene distribution system, so that Pantene shampoo is more successful in creating brand associations in the eyes of consumers. However, this difference did not occur insignificantly. The results of this study are supported by the results of previous studies conducted by Makerti (2010).

Overall responses of respondents for each indicator of the brand association variable both on the Sunsilk and Pantene brand shampoo products have an average score of 3. This means that consumers assume that the Sunsilk and Pantene brand shampoo products are quite successful in associating their brand with the image of the product they want to instill in the minds of consumers .

Comparison of Brand Quality Perceptions

Prior to the T-Test different test, the scale of respondents' answers on each indicator of brand quality perception subvariable is averaged to find out the average answers of each respondent on the perception of brand quality subvariables. Then, a different T-Test with paired samples is performed. The results obtained are in Table 3.

Table 3. Result T-Test Brand Perceived Quality Variable

Subvariabel	Means	Paired Differences Means	Sig. (2-tailed)
<i>S.perceived</i>	2,580	-0,1417	0,023
<i>P.perceived</i>	2,722		

Based on Table 3. it can be seen that the average perception of the quality of the Sunsilk shampoo product brand is 2,580 smaller compared to the average perceived quality of the Pantene shampoo product brand at 2.722 with an average difference of 0.1417. Probability is smaller than 0.05. Thus, there is a difference between the perception of the quality of the Sunsilk brand shampoo product with the Pantene brand, where consumers' perceptions of the overall quality of the Pantene shampoo product brand are closer to consumer expectations than the Sunsilk brand shampoo products. Consumers consider Pantene shampoo products to have a more fragrant aroma compared to Sunsilk shampoo, as well as Pantene shampoo content that can provide better results for each type of hair problem compared to Sunsilk

brand shampoo. This difference occurs significantly. The results of this study are supported by the results of previous studies conducted by Makerti (2010), Roseviyanthi (2011), Robertus (2007) and Darwing and Wijoyo (2004).

The overall response of respondents for each indicator of the brand perceived quality variable both on Sunsilk shampoo products with Pantene shampoo has an average score of 3. This means consumers assume that Sunsilk and Pantene brand shampoo products have an overall perception of quality that is quite in line with consumers' expectations of the product .

Comparison of Brand Loyalty

Before a different T-Test is tested, the scale of respondents' answers on each indicator of brand loyalty subvariable is averaged to find out the average answers of each respondent on the brand loyalty subvariables. Then, a different T-Test with paired samples is performed. The results obtained are in Table 4.

Table 4. Result T-Test Brand Loyalty Variable

Subvariabel	Means	Paired Differences Means	Sig. (2-tailed)
S.loyalty	2,420	-0,0567	0,347
P.loyalty	2,477		

Based on Table 4. it can be seen that the average brand loyalty of Sunsilk shampoo products is 2,420 smaller than the average brand loyalty of Pantene shampoo products of 2.477 with an average difference of 0.0567. Probability is greater than 0.05. Thus, there is a difference between brand loyalty of Sunsilk shampoo products and Pantene, where consumers have higher loyalty towards Pantene shampoo products than Sunsilk brand shampoo products. This is because Pantene shampoo products are considered to have better quality in overcoming hair problems, so consumers feel more reluctant to change brands. However, the difference did not occur insignificantly. The results of this study are supported by the results of previous studies conducted by Robertus (2007).

The overall response of respondents for each indicator of the brand loyalty variable on the Sunsilk brand shampoo product and the Pantene brand has an average score of 2. This means consumers' loyalty to the Sunsilk brand and Pantene shampoo product is not good. What is lacking in consumers' loyalty to Sunsilk and Pantene brand shampoo products is that if the product is not available at a consumer's place of shopping, consumers will buy other available shampoo brands. In addition, consumers feel less disadvantaged when using other brands of shampoo, other than the Sunsilk and Pantene brands.

Conclusions And Suggestions

1. Conclusion

- a. There is a difference in brand awareness of Sunsilk brand shampoo products with Pantene brand shampoo products, where the value of brand awareness in Sunsilk brand shampoo is higher compared to Pantene brand shampoo. However, these differences occur insignificantly.
- b. There is a difference in the brand association of the Sunsilk brand shampoo product with the Pantene brand shampoo product, where the value of the brand association in the Sunsilk brand shampoo is lower than the Pantene brand shampoo. However, this difference did not occur insignificantly.
- c. There is a difference in perception of the quality of the Sunsilk brand shampoo product with the Pantene brand shampoo product, where the perceived brand quality value in the Sunsilk brand shampoo is lower than the Pantene brand shampoo. This difference occurs significantly.

- d. There is a difference in brand loyalty between Sunsilk brand shampoo and Pantene brand shampoo, where the brand loyalty value in Sunsilk brand shampoo is lower than that of Pantene brand shampoo. However, this difference did not occur insignificantly.

2. Suggestion

- a. Sunsilk, which first appeared in the shampoo market, should pay more attention to the strategies taken to be able to compete and be able to survive and become a market leader. For this reason, manufacturers of Sunsilk brand shampoo products should increase their brand equity, especially in the perceived value of the brand (brand perceived quality), which has a significant difference in value compared to the perceived brand quality in the Pantene shampoo product. To be able to improve the perception of brand quality, product development can be done to produce quality products in accordance with the wishes of consumers.
- b. Pantene shampoo producers should implement strategies to be able to maintain and increase the brand equity value of their products so that they can make a real difference with the brand equity of Sunsilk's shampoo. Especially to increase brand loyalty and brand awareness. This is based on the results of research in which the value of brand loyalty and brand awareness of the Pantene brand shampoo is smaller than that of other Pantene brand brand equity components. To increase brand loyalty, Pantene shampoo producers can develop products, which are trying to make changes to products in accordance with the wishes and needs of consumers today, and producers can carry out promotional activities to increase brand awareness so that consumers can remind these products and keep consumers remember and repurchase the Pantene shampoo. Pantene shampoo can also improve its distribution channels and increase the availability of its products so that consumers can easily obtain it and not turn to other brands.
- c. Based on the results of the study there are several factors that are considered in buying shampoo. Sunsilk and Pantene brand shampoo product manufacturers should pay attention to the ingredients or ingredients used in the resulting shampoo product so that the benefits of the shampoo can be felt by consumers in accordance with the wants and needs of consumers. However, other factors such as price, packaging, distribution system, free of hazardous chemicals, advertising, shampoo scents and promotions cannot be ignored because they can also be the competitive advantage of the brand.

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