



The influence of marketing strategies in building brand equity at Semen Bosowa Company

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ABSTRACT

The purpose of this study was to examine the effect of marketing strategies in building brand equity in Bosowa cement companies. This research has important contributions in optimizing marketing strategies to build strong brand equity in Bosowa cement company. The contributions include increased competitive advantage, better business growth and additional value creation. In addition, this research also has urgency due to the competitive cement industry and the importance of brand equity in influencing consumer decisions. Because Semen Bosowa is still less competitive with other companies. The population in this discussion are entrepreneurs, contractors, and consumers or direct users of Bosowa Indonesia cement, and in this study researchers used 100 respondents. This research uses sem analysis techniques with smart pls tools. From the tests carried out, it was found that marketing strategies, in this case brand awareness and brand image, have a positive and significant influence on brand equity either directly or mediated by brand loyalty variables, so it can be concluded that marketing strategies have an important role in building brand equity in Bosowa cement companies.

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INTRODUCTION

Growth of Competition in the Consumer Goods Industry, The consumer goods industry is a highly competitive industry with many competitors (Iskandar, 2018). Consumer goods companies are competing for customer attention and preference. In this context, marketing strategy becomes important as a tool to differentiate brands and build strong brand equity. Therefore, analyzing the influence of marketing strategies in building brand equity is relevant in answering these competitive challenges.

The Importance of Building Brand Equity (Ariyani et al., 2022) Brand equity is a valuable asset for consumer goods companies. According to (Miharti, 2023) Building strong brand equity can provide long-term benefits such as increased customer loyalty, differentiation from competitors, and

increased brand value. Marketing strategy is key in building this brand equity by managing brand awareness, customer perceptions, and emotional relationships with brands. The role of Marketing Strategy in increasing Brand awareness: Marketing strategies can be used to increase brand awareness among the target market. According to (Irvanto & Sujana, 2020) Brand awareness is a memory that exists first in the consumer's mind about a certain brand that he has felt the use of. Through the use of the right media, effective advertising campaigns, and other marketing activities, (Utari, 2022) marketing strategies can help increase brand visibility and understanding. By increasing brand awareness, consumer goods companies can build a foundation for strengthening brand equity.

Brand image is a consumer's understanding of the brand as a whole (Hakim & Saragih, 2019); consumer trust in a particular brand; and how consumers perceive a brand, the influence of Marketing Strategy in shaping brand image, according to (Fallo et al., 2019) Brand image is a consumer's understanding of the brand as a whole; consumer trust in a particular brand; and how consumers perceive a brand. Marketing strategy also plays an important role in shaping the desired brand image. Messages, designs, logos, colors, and other visual elements used in marketing campaigns help build a unique brand image and communicate brand values to customers. Through consistency in marketing strategy, consumer goods companies can strengthen and clarify their brand identity, which in turn contributes to building brand equity.

The Impact of Marketing Strategy on Customer Loyalty: Effective marketing strategies can help increase customer loyalty. Through loyalty programs, special promotions, good customer service, and constant communication with customers, marketing strategies can encourage customers to remain loyal and engaged with the brand. High customer loyalty is a valuable asset in building long-term brand equity (Octavian, 2019).

In compiling the background, it is important to link the explanation with relevant sources, such as academic literature, case studies, or industry data that can provide a deeper understanding. Based on this explanation, this study aims to determine the analysis of the effect of marketing strategies in building brand equity in consumer goods companies.

With these implications, research on the influence of marketing strategies in building brand equity at Bosowa cement company can bring positive impacts to the company itself, such as better business growth, additional value creation, and improved consumer experience. In addition, it can also contribute to the overall development of the cement industry with increased healthy competition and provide benefits to consumers in the form of better products and services.

RESEARCH METHOD

This research uses descriptive quantitative research (Sugiyono, 2019). The research was conducted at the Semen Bosowa Company. Data collection techniques through in-depth interviews, questionnaires filled out by consumers, and observation.

The definition of population put forward by Sugiyono in his book Statistics for Research, which states that population is a generalization consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this discussion are entrepreneurs, contractors, and consumers or direct users of Bosowa Indonesia cement.

According to (Arikunto, 2019), suggests that the sample is a part or representative of the population being studied. Based on the above understanding, it can be concluded that the sample is the part of the population to be studied and represents the characteristics of the population. And in this study researchers used 100 samples.

Data analysis and interpretation for research aimed at answering research questions in order to reveal certain phenomena. To analyze the data, (Harahap & Pd, 2020) The Structural Equation Modeling (SEM) of PLS 3.0 statistical software is used in the model and hypothesis assessment, structural equation models.

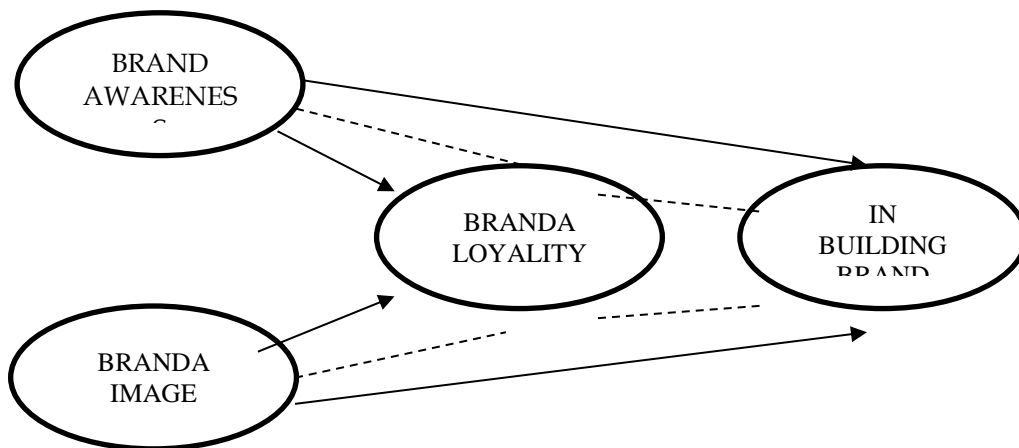


Figure 1. Conceptual framework

The conceptual framework of this research links marketing strategy with brand equity building in Bosowa cement Company, by involving important factors such as brand awareness, brand image, and brand loyalty. This conceptualization provides an understanding of how marketing strategies can influence consumers' perceptions and preferences towards brands, and their impact on the formation and maintenance of strong brand equity. By understanding this conceptual framework, companies can design effective marketing strategies to build and strengthen their brand equity in the competitive cement industry.

RESULTS AND DISCUSSIONS

Hypothesis Testing

Hypothesis testing of the direct effect is as shown in the table below:

Table 1. Direct effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1 - Z	0.588	0.589	0.079	7.470	0.000
X2 - Z	0.243	0.248	0.045	2.706	0.007
X1 - Y	0.244	0.246	0.059	3.438	0.010
X2 - Y	0.273	0.279	0.081	3.372	0.001
Z - Y	0.681	0.674	0.134	5.075	0.000

Source: Results of data processing by the researcher (2023)

In hypothesis testing, it can be seen from the calculated T value if the calculated T value (7.470, 2.706, 3.438, 3.372, and 5.075) is greater than the T table (1.660) then there is a relationship between variables. Then the significance is seen from the P value if the P value is less than 0.05 then it is significant. From table 1 above, it can be seen that brand awareness of brand loyalty, brand image of brand loyalty, brand awareness of Brand Equity, brand image of Brand Equity there is a significant influence because the Thitung value is greater than Ttaebl and the P value is less than 0.05.

After testing the hypothesis, this study also tested the indirect effect hypothesis which can be seen in table 2 below:

Table 2. Hypothesis test of indirect effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
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Brand awareness (x1) -> Brand Loyalty (z) -> Brand Equity (y)	0.568	0.465	0.100	3.590	0.000
Brand images (x2) -> Brand Loyalty (z) -> Brand Equity (y)	0.273	0.172	0.051	2.384	0.011

Source: Results of data processing by the researcher (2023)

The effect of Brand Awareness on Brand Equity through Brand Loyalty with a t-statistic value of $3.590 > 1.660$. (t table) with a p-value of $0.000 < 0.05$. The coefficient of influence = 0.568 which shows a positive direction of influence so that it can be concluded that the sixth hypothesis (H6) is accepted, which means that Brand Awareness has a positive effect on brand equity through brand loyalty. The effect of Brand Images on Brand Equity through Brand Loyalty with a t-statistic value of $2.384 > 1.660$. (t table) with a p-value of $0.011 < 0.05$. The coefficient of influence = 0.273 which shows the direction of positive influence so that it can be concluded that the seventh hypothesis (H7) is accepted, which means that Brand Images has a positive effect on Brand Equity through Brand Loyalty.

Discussion

The influence of Brand Awareness on Brand loyalty

From the results of the data analysis above, it shows that there is a significant effect of brand awareness or brand awareness on brand loyalty. This means that if brand awareness increases, brand trust will also increase. This shows that brand awareness can be used as a basis for company consideration in building brand loyalty at Bosowa Semen Company. The better brand awareness will improve the positive image and make it better known to consumers which can increase brand loyalty. The results of this study also prove Aaker's theory (Aaker, 1991) where brand awareness involves a continuation from feeling uncertain to believing that the product brand is the only one. This is in line with research conducted by (Nawawi & Riptiono, 2020) & (Wijaya, 2020) who stated in his research that good brand awareness will increase brand loyalty.

The influence of Brand Image on Brand loyalty

From the results of the data analysis above, it shows that there is a significant effect of Brand Image on Brand loyalty. This means that if the brand image increases, the brand loyalty will also increase. This explains that the better the Bosowa cement brand image, the higher the level of brand loyalty from Bosowa cement customers. These results show that the second hypothesis, namely "there is an effect of brand image on brand loyalty at Bosowa Semen Company", is proven correct. The results of this study also prove the theory of (dan Kanuk, 2008) which states that a positive brand image will be related to consumer loyalty, consumer confidence about a positive brand, and their willingness to look for that brand.

So it can be concluded that the better the brand image formed by the company in the minds of customers, the higher the brand loyalty created in the minds of the company's customers. Because if products become more complex and the market is more crowded, consumers rely more on brand image than on other attributes that are actually in decision making.

Because here consumers have the belief that products that already have a strong name (positive brand image) are certainly more reliable in terms of quality, appearance, and so on so that consumers do not hesitate and believe in the brand (dan Kanuk, 2008). In the Bosowa cement company, it is proven that the brand image it builds is good, such as cement that has an affordable price, has a solid quality, has unique and attractive advertisements, is easily available, etc. which can affect consumer confidence in the Bosowa Semen brand. This result shows that a good Pastra shuttlecock image will increase loyalty to Pastra shuttlecock products. This finding is the same as

the results of research (Amelia & Ayani, 2020) where the results of brand image have a positive effect which is also significant on brand loyalty.

The Effect of Brand Awareness on Brand Equity

From the results of the data analysis above, it shows that there is a significant effect of Brand Awareness on Brand Equity. This means that if brand awareness increases, Brand Equity will also increase. This explains that the better the Bosowa cement brand awareness, the higher the level of brand equity of Bosowa cement customers. Brand equity is a set of brand assets and liabilities with a brand, name and symbol, which adds or reduces the value provided by a good or service to the company or the company's customers. The results show that the third hypothesis. The more often a product from a certain brand is purchased indicates that a product has high brand equity.

This research is in line with that conducted by (Alhaddad, 2015) in his research entitled "The Effect of Advertising Awareness on Brand Equity in Social Media" the results of this study indicate that "the findings show that advertising awareness has an effect on both brand awareness and brand image. Also advertising awareness has effects on brand equity. The study findings can be used by the mobiles market to increase brand equity".

The Effect of Brand Image on Brand Equity

From the results of the data analysis above, it shows that there is a significant effect of Brand image on Brand Equity. This means that if the brand image increases, Brand Equity will also increase. This explains that the better the Bosowa cement brand image, the higher the level of brand equity of Bosowa cement customers. According to (Rosmayanti, 2023) brand image is a view of the value of a product that the company provides to customers about the beliefs that are formed and embedded in the minds of customers of a particular brand.

Brand image has a significant influence on brand equity. Brand image refers to the perceptions, associations, and reputation formed in the minds of consumers related to a brand. Brand equity, on the other hand, includes the value and strength of the brand in consumer perception. The results of this study are in line with those conducted by (Brangsinga & Sukawati, 2019) The results of this study indicate that all hypotheses are accepted. Perceived quality and brand image have a positive and significant effect on brand equity. This means that perceived quality and a good brand image will also form good brand equity for the company.

The effect of Brand loyalty on Brand Equity

From the results of the data analysis above, it shows that there is a significant effect of Brand loyalty on Brand Equity. This means that if brand loyalty increases, Brand Equity will also increase. This explains that the more loyal Bosowa cement consumers are, the higher the level of brand equity of Bosowa cement customers.

According to (Brangsinga & Sukawati, 2019) the more loyal consumers are to the brand, the higher the brand equity value for the company. (Nawawi & Riptiono, 2020), (Yacub, 2020) where in this study it is said that brand loyalty has a positive and significant effect on brand equity.

It is empirically proven in this study that the formation of brand equity is strongly influenced by the variables of perceived quality, brand image and brand loyalty. It can be seen from the research results that all hypotheses have positive and significant results. When the perceived quality of consumers is in accordance with what is expected, it will be a great asset for companies in increasing their brand equity because consumers believe that the quality of Bosowa cement is good.

The effect of Brand Awareness on Brand Equity through Brand loyalty

Brand awareness reflects the level of consumer knowledge and recognition of the brand (Riskiyawan & Ervianty, 2019). When consumers have a high level of brand awareness of a brand, they tend to consider and choose that brand more. High brand awareness can influence the

formation of brand loyalty because consumers who have good knowledge and recognition of the brand are more likely to be loyal to the brand.

Brand loyalty has an important role in influencing brand equity (Putra & Sulistyawati, 2019). Loyal consumers tend to maintain their preference for brands, make repeat purchases, give positive recommendations to others, and strengthen their bond with brands. (Safutra et al., 2023) High levels of brand loyalty reflect the success of marketing strategies in building strong relationships between brands and consumers, which contribute to the formation and maintenance of brand equity. The results of this study are in line with those conducted by (Fenetta & Keni, 2020) in her research using the Brand loyalty variable as a mediation that can help in increasing the influence between brand awareness on brand equity.

In this context, brand loyalty can act as an intermediary factor between the influence of brand awareness on brand equity. That is, high brand awareness can influence the level of brand loyalty, and high brand loyalty can strengthen the influence of brand awareness on brand equity. Brand loyalty serves as a pathway through which the influence of brand awareness reaches brand equity. Brand loyalty mediates the positive influence of brand awareness on the formation and maintenance of brand equity.

The influence of Brand Image on Brand Equity through Brand loyalty

From the results of this study, the effect of brand image on brand equity can be mediated by brand loyalty. This means that brand loyalty can act as an intermediary factor between brand image and brand equity.

A positive brand image can affect the level of consumer loyalty to the brand (Apriliani et al., 2020). When consumers have a positive perception of the brand, including quality, image, and brand values, they tend to become more loyal to the brand. A strong brand image can build trust, loyalty, and emotional attachment to the brand, which in turn increases the level of brand loyalty. Brand loyalty has a significant influence on brand equity. Loyal consumers tend to maintain their preference for the brand, make repeat purchases, give positive recommendations to others, and strengthen their bond with the brand. High levels of brand loyalty reflect the success of marketing strategies in building strong relationships between brands and consumers, which contribute to the formation and maintenance of brand equity. According to (Putra & Sulistyawati, 2019) Without a positive and strong brand image, it is difficult for companies to attract new customers and maintain consumer brand trust.

In this context, brand loyalty can act as an intermediary factor between the influence of brand image on brand equity. That is, a positive brand image can influence the level of brand loyalty, and high brand loyalty can strengthen the influence of brand image on brand equity. In this case, brand loyalty serves as a pathway through which the influence of brand image reaches brand equity. Brand loyalty connects consumer perceptions of the brand with the brand value reflected in brand equity.

CONCLUSION

Based on the results of data analysis in this study as described above, it can be concluded that Strategic Marketing such as Brand awareness, brand image and brand loyalty in building brand equity in Bosowa cement companies. Brand awareness has a positive influence on brand equity. A high level of brand awareness makes an important contribution to building and strengthening brand equity. The higher the level of consumer awareness of the brand, the more likely they are to choose the brand, which in turn can increase brand value and brand reputation in the market. Brand image has a significant influence on brand equity. A positive and strong brand image can improve consumer perceptions of the brand, such as quality, image, and brand values. This can affect the formation and maintenance of strong brand equity, because consumers tend to be more likely to choose brands that have a positive image and are relevant to their needs and desires. Brand loyalty

acts as an intermediary factor between the influence of brand awareness and brand image on brand equity. Brand loyalty becomes a bridge that connects the positive effects of brand awareness and brand image with the formation and maintenance of strong brand equity. Consumers who are loyal to brands tend to make significant contributions in increasing brand value, making repeat purchases, giving positive recommendations to others, and building emotional relationships with brands. Thus, brand awareness and brand image have a direct influence on brand equity, while brand loyalty acts as an intermediary that strengthens this influence. High brand awareness and positive brand image directly influence brand equity, while high brand loyalty mediates the positive influence of brand awareness and brand image on brand equity. In combination, these three factors are interrelated and contribute to building and strengthening strong brand equity for a brand.

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