

## MENTORING TO IMPROVE BRAND IMAGE IN THE VILLAGE OF BOJONG BARU

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### Abstract

This research is shown to explain whether there is an influence between brand image and Pixy lipstick consumer loyalty in Bojong Baru Village. In addition, this research is also shown to find out and analyze which indicators are the most dominant towards consumer loyalty in the brand image variable. This study uses primary and secondary data with the number of respondents 270 people, the sampling method uses Non Probability Sampling technique with Purposive Sampling method. The analytical method used is descriptive analysis, multiple linear regression analysis, normality test, and classical assumption test. The results showed that the brand image of Pixy's lipstick in Bojong Baru Village was good according to the respondents' responses, but Pixy's lipstick consumer loyalty was not good. The results of multiple linear regression analysis  $Y = 9.906 + 0.202CP - 0.056CPM - 0.041CPR$ . The result of the coefficient of determination (R<sup>2</sup>) is 2.56%. This shows that 2.56% brand image with an indicator of corporate image, user image, and product image have an effect on consumer loyalty with the most dominant indicator being the image of the maker.

**Keywords:** Brand Image, Corporation Image, User Image, Product Image, Consumer Loyalty.

## I. METHODOLOGY

### A. Types of research

The type of research used by the researcher is descriptive exploratory, with a case study research method that aims to collect data and describe thoroughly and thoroughly according to the problem to be solved. The research technique used is qualitative/quantitative statistics.

### B. Object of Research

The object of research in this study is the variable brand image (brand image) with indicators of maker image (corporate image), user image (user image), and product image (product image). And consumer loyalty variables with indicators that are not sensitive to price, make repeat purchases, and become advocates for others.

### C. Unit of Analysis

The unit of analysis used in this study is a geographic region with the unit being studied, namely residents in the Bojong Baru Village area as respondents.

### D. Research sites

This research is a case study conducted in Bojong Baru Village, Bojonggede District, Bogor Regency, West Java.

### E. Types and Sources of Research Data

The type of data studied is qualitative data which is quantified. Qualitative data which is primary data and secondary data. Primary data collection was obtained through direct observation, interviews and distributing questionnaires to respondents. The data collected are in the form of:

1. Organizational internal data which includes organizational vision, mission and goals, organizational structure, qualitative and quantitative human resources, functional or organizational activities of Bojong Baru Village.
2. External data of the organization, including the economic condition of the company/organization.

Secondary data collection was obtained through a literature study whose contents were in the form of organizational supporting theory data. Literature study is carried out by collecting data obtained from company reports or literature owned by the organization/company, both internal data of the organization/company and external data.

### F. Sampling Method

In this study the authors used the Isaac & Michael method with Isaac & Michael tables with a total sample of 266 respondents, which were rounded up to 270 respondents.

### G. Validity Test and Reliability Test

The validity test was carried out using a computer program with SPSS version 23. The error rate used was 10%. The decision making is if  $r_{count} > r_{table}$

then the items from the questions on the questionnaire are declared valid. Meanwhile, if  $r_{count} < r_{table}$ , the question item on the questionnaire is declared invalid

The reliability test was carried out using the help of a computer program with the IBM SPSS Statistics 23 program. For decision making, the question items were said to be reliable or reliable if someone's answer to the question was consistent. The test was carried out with the Cronbach Alpha ( $\alpha$ ) facility. A variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.60$ .

### H. Descriptive Analysis

To describe and obtain an in-depth and objective picture of the Pixy lipstick brand image on consumer loyalty in Bojong Baru Village and the data that has been collected as it is, which intends to provide conclusions that apply to the public.

Total Responses of Respondents

$$= \frac{\text{Total Score of Respondents' Responses}}{\text{Respondent's Highest Score} \times \text{Number of Respondents}} \times 100\%$$

### I. Normality Test

This normality test aims to determine the distribution of data in the variables that will be used in the study. Good and proper data used in research is data that has a normal distribution. Normality of the data can be seen using the Kolmogorov-Smirnov Normal test, namely:

- a. If  $\text{sig} > 0.05$  then the data is normally distributed
- b. If  $\text{sig} < 0.05$  then the data is not normally distributed

### J. Classic Assumption Test

#### 1) Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period  $t$  and the confounding error in period  $t-1$  (previous).

#### 2) Heteroscedasticity Test

Testing of heteroscedasticity can be done by observing the scatter plot pattern generated through SPSS version 23. If the scatter plot forms a certain pattern, then the regression model has symptoms of heteroscedasticity. The emergence of symptoms of heteroscedasticity indicates that the estimator in the regression model is not efficient in large or small samples. If there is no clear pattern and the points spread above and below zero on the Y axis, it can be concluded that there is no heteroscedasticity.

#### 3) Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good regression model should not have a correlation between the independent variables. To find out the existence of multicollinearity, it can be seen from the tolerance value and its opponent or variance inflation factor (VIF). If the VIF is less than 10 and the tolerance value is more than 0.1 then the regression is free from multicollinearity.

**K. Multiple Linear Regression Analysis**

To find out how the influence of the two variables, the researcher used regression analysis techniques and multiple linear correlations. Linear regression analysis is used to determine changes that occur in the dependent variable of consumer loyalty, the value of the known independent variable brand image. Multiple linear regression analysis can be used to determine changes in influence that will occur based on the effects that exist in the time period. To determine the extent of the estimated influence between brand image and consumer loyalty, multiple regression formulas are used, which are as follows:

$$Y = a + b_1CP + b_2CPM + b_3CPR$$

**L. Partial Test**

Partial test is used to determine whether or not there is a significant (significant) relationship or influence between brand image variables partially on consumer loyalty. Hypothesis testing by assessing the probability distribution of the calculation results with a significant level ( $\alpha$ ) used is 5%. Testing this hypothesis is done by calculating the value of t. Determining the magnitude of  $t_{count}$  with formula:

$$t_{count} = \frac{b_i}{S_{bi}}$$

Information:

$b_i$  = Regression Coefficient

$S_{bi}$  = Standard deviation  $b_i$

$H_0$  rejected ( $H_a$  received) if  $-t \alpha/2; df(n-1-k) < t_c < +t \alpha/2; df(n-1-k)$

$H_a$  received ( $H_0$  rejected) if  $t_c > t \alpha/2; df(n-1-k)$  or  $-t_c < -t \alpha/2; df(n-1-k)$

**II. RESULT AND DISCUSSION**

**A. Descriptive Analysis Results**

The brand image of Pixy lipstick in Bojong Baru Village is good. This can be proven from the results of respondents' responses with an average result of 70.63% with good categories. However, the response value of corporate image respondents is still far below the average, which is 67.56%, that's all because the results of image maker respondents' responses to official Pixy outlet statements both offline and online are easy to find and get very low ratings, far below the average with poor category. Because it is different from the past, where there were door to door sales selling Pixy products, now there is no longer a door to door system and official Pixy outlets are difficult to find, so it is difficult for consumers to get trusted Pixy products. The user's image also received a respondent's response value below the average, which is 70.12% because Pixy lipstick does not give the impression of luxury and confidence when used because Pixy lipstick is more directed to middle and

lower consumers so that the impression of luxury given is still far from consumer expectations.

Pixy lipstick consumer loyalty in Bojong Baru Village is at an average value of 58.6 which is in the poor category. Consumer loyalty has a low percentage of the indicator not being sensitive to price on the question that Pixy lipstick is not the respondent's first choice with a value of 53.1% in the poor category, the indicator for repeat purchases on the question that consumers will repurchase Pixy lipstick products with a value of 54.4% category not good, and consumers will not switch to another product with a value of 55.7% in the poor category. The reason Pixy lipstick consumers make them less loyal is that they feel Pixy lipstick has not been able to meet all their needs for lipstick, such as the low maker's image response score on the statement of the difficulty of finding official outlets both offline and online, on the user image indicator with a lack of taste. Confidence and luxurious impression when used, on product image indicators with statements of lack of variants, types and color choices. So with these complaints they can easily switch to competing products that offer advantages over what Pixy lipsticks lack. These shortcomings make Pixy lipstick not the first choice in buying lipstick, it makes consumers not to make repeat purchases, and in the end consumers will switch to other competing products.

Table III  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.160 <sup>a</sup>	.026	.015	2.281	2.114

a. Predictors: (Constant), Product Image, User Image, Company Image

b. Dependent Variable: Consumer Loyalty

**B. Normality test**

Table IV  
Kolmogorov-Smirnov Test Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		270
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.44854679
Most Extreme Differences	Absolute	.044
	Positive	.041
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, it can be seen that the significant value of Asymp.Sig is 0.200 because the significant value is  $> 0.05$  ( $0.200 > 0.05$ ). Thus it can be

concluded that the residual value in the normality test of the data that has been taken for research by the author is normally distributed.

C. Autocorrelation Test

Based on the table above, it can be seen that the Durbin Watson value is 2.114, so it can be concluded that there is no autocorrelation between the residual values.

D. Heteroscedasticity Test

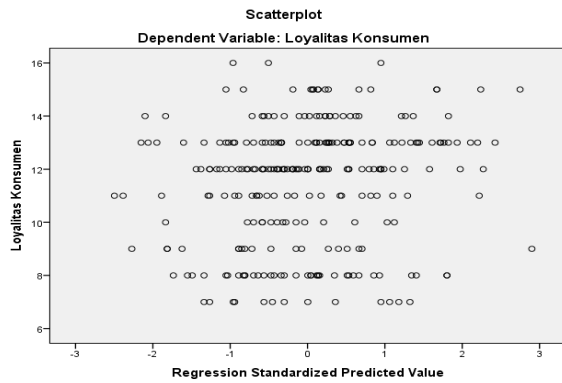


Fig. 1 Heteroscedasticity Test Results

From Figure 1, it can be seen that the points spread above and below the number 0 on the Y axis and there is no clear pattern. Then it can be ascertained that there is no heteroscedasticity problem.

E. Multicollinearity Test

Multicollinearity Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	9.906	1.867		5.305	.000		
Corporate Image	.202	.078	.164	2.584	.010	.914	1.094
User Image	-.056	.079	-.043	-0.711	.477	.985	1.015
Product Image	-.041	.123	-.021	-0.337	.737	.926	1.080

Based on the table above, it can be seen that the Tolerance value of corporate image is 0.914, user image is 0.985, and product image is 0.926 while the

F. Multiple Linear Regression Analysis

Table VI  
Multiple Linear Regression Analysis Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	9.906	1.867		5.305	.000		
Corporate Image	.202	.078	.164	2.584	.010	.914	1.094
User Image	-.056	.079	-.043	-0.711	.477	.985	1.015
Product Image	-.041	.123	-.021	-0.337	.737	.926	1.080

$$Y = 9.906 + 0,202CI - 0,056UI - 0,041PI$$

Where:

1) Corporate Image

The regression coefficient value for Corporate Image is positive (0.202), which means that if the Company's Image increases, while other variables are constant, then consumer loyalty increases.

G. Hypothesis Testing

Table VII  
Hypothesis Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	9.906	1.867		5.305	.000		
Corporate Image	.202	.078	.164	2.584	.010	.914	1.094
User Image	-.056	.079	-.043	-0.711	.477	.985	1.015
Product Image	-.041	.123	-.021	-0.337	.737	.926	1.080

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User Image	-.056	.079	-.043	-0.711	.477	.985	1.015
Product Image	-.041	.123	-.021	-0.337	.737	.926	1.080

a. Dependent Variable: Consumer Loyalty

value of VIF for corporate image is 1.094, user image is 1.015, and product image is 1.080, then it can be ascertained that there is no multicollinearity problem.

Corporate Image	.202	.078	.164	2.584	.010	.914	1.094
User Image	-.056	.079	-.043	-0.711	.477	.985	1.015
Product Image	-.041	.123	-.021	-0.337	.737	.926	1.080

a. Dependent Variable: Loyalitas Konsumen

2) User Image

The regression coefficient value for user image is negative (-0.056), which means that if the user image increases, while other variables are constant, then consumer loyalty decreases.

3) Product Image

The product image regression coefficient value is negative (-0.041) which means that if the product image increases, while other variables are constant, then consumer loyalty decreases

Corporate Image	.202	.078	.164	2.584	.010	.914	1.094
User Image	-.056	.079	-.043	-0.711	.477	.985	1.015
Product Image	-.041	.123	-.021	-0.337	.737	.926	1.080

a. Dependent Variable: Consumer Loyalty

a. The Effect of Corporate Image on Pixy Lipstick Consumer Loyalty in Bojong Baru Village.

From the table above, it can be seen that the value of  $t_{count} > t_{table}$  ( $2,584 > 1,6449$ ) or a significance value of less than 0.05 ( $0.010 < 0.05$ ), it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the company image indicator has a significant effect on consumer loyalty

b. The Effect of User Image on Consumer Loyalty of Pixy Lipstick in Bojong Baru Village.

From the table above, it can be seen that the value of  $t_{count} < t_{table}$  ( $-0.711 < 1.6449$ ) or a significance value of more than 0.05 ( $0.477 > 0.05$ ), it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, meaning that the user image indicator has no significant effect on consumer loyalty

c. The Effect of Product Image on Pixy Lipstick Consumer Loyalty in Bojong Baru Village.

From the table above, it can be seen that the value of  $t_{count} < t_{table}$  ( $-0.337 < 1.6449$ ) or a significance value of more than 0.05 ( $0.737 > 0.05$ ), it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, meaning that the product image indicator has no significant effect on consumer loyalty.

H. Correlation and Coefficient of Determination

Table VIII  
Coefficient of Determination Results  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.160 <sup>a</sup>	.026	.015	2.281	2.114

a. Predictors: (Constant), Product Image, User Image, Corporate Image

b. Dependent Variable: Consumer Loyalty

From the table above, it can be seen that the R value obtained is 0.160, which means that the correlation between the brand image variable and the consumer loyalty variable is 0.160. This means that there is a very weak relationship because the R value is at 0.00 - 0.199.

The results of the coefficient of determination (R<sup>2</sup>) can be seen in the calculation results as follows:

$$\begin{aligned}
 KD &= (0,160)^2 \times 100\% \\
 &= 0,0256 \times 100\% \\
 &= 2.56\%
 \end{aligned}$$

Based on the above calculation results, the coefficient of determination (R<sup>2</sup>) is 2.56%. This shows that 2.56% brand image affects consumer loyalty while the remaining 97.44% is influenced by other variables that are not included in this variable.

I. Analysis of the Most Dominant Brand Image Indicators on Pixy Lipstick Consumer Loyalty in Bojong Baru Village

Table IX

The Results of the Analysis of the Brand Image Indicators that Have the Most Influence on Pixy Lipstick Consumer Loyalty in Bojong Baru Village

No	Indicator	Multiple Linear Regression Coefficient Results	Percentage (%)
1	Image Maker	0.202	67.6
2	User Image	0.056	18.7
3	Product Image	0.041	13.7
Total		0.299	100

Source: data processed by researchers, 2018

Based on the results of the analysis of the brand image indicators (brand image) the most dominant on consumer loyalty pixy lipstick in the village of Bojong Baru is the image of the maker (corporate image) with a percentage of 67.6%. because on the corporate image indicator there is a statement that it will be difficult to find official Pixy lipstick outlets both offline and online around the Bojong Baru Village area, so it is difficult for consumers to get genuine product guarantees. This statement has the lowest average value on the corporate image indicator.

III. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

1. The brand image of Pixy lipstick in Bojong Baru Village is good. This can be proven from the results of respondents' responses with an average result of 70.63% with good categories. However, the response value of corporate image respondents is still far below the average, which is 67.56%, that's all because the results of image maker respondents' responses to official Pixy outlet statements both offline and online are easy to find and get very low ratings, far below the average in the category not good. Because it's different from the past where there were door to door sales selling Pixy products, now there are no more door to door sales and official Pixy outlets are hard to find, so it's hard for consumers to get trusted Pixy products. The user's image also received a response value of respondents below the average, which is 70.12% because Pixy lipstick does not give the impression of luxury and confidence when used.
2. The loyalty of Pixy lipstick consumers in Bojong Baru Village based on the results of respondents' responses is at an average value of 58.6, namely in the poor category. Consumer loyalty has a low percentage of the indicator not being sensitive to price on the question that Pixy lipstick is not the respondent's first choice with a value of 53.1% in the poor category, the indicator for repurchasing on the question that consumers will repurchase Pixy lipstick products with a value of 54.4% category not good, and consumers will not switch to another

product with a value of 55.7% in the poor category. The reason that Pixy lipstick consumers make them disloyal is that they feel Pixy lipstick has not been able to meet all their needs for lipstick, such as the low score of the manufacturer's response to the statement that it is difficult to find official outlets both offline and online, on the user image indicator with the statement of lack of taste. Confidence and luxurious impression when used, on product image indicators with statements of lack of variants, types and color choices. So with these complaints they can easily switch to competing products that offer advantages over what Pixy lipsticks lack. These shortcomings make Pixy lipstick not the first choice in buying lipstick, it prevents consumers from making repeat purchases, and in the end consumers will switch to other competing products.

3. The image of the maker (corporate image) has a significant effect on consumer loyalty, this can be proven from the results of hypothesis testing with a value of  $t_{count} > t_{table}$  ( $2,584 > 1,6449$ ) or a significance value of less than 0.05 ( $0.010 < 0.05$ ).
4. User image has no significant effect on consumer loyalty with the results of hypothesis testing with a value of  $t_{count} < t_{table}$  ( $-0.711 < 1.6449$ ) or a significance value of more than 0.05 ( $0.477 > 0.05$ ).
5. Product image has no significant effect on consumer loyalty with the results of hypothesis testing with a value of  $t_{count} < t_{table}$  ( $-0.021 < 1.6449$ ) or a significance value of more than 0.05 ( $0.737 > 0.05$ ).
6. The results of the analysis of brand image indicators that have the most influence on consumer loyalty of Pixy lipstick in Bojong Baru village, it can be concluded that the indicator of brand image that has the most influence on consumer loyalty of Pixy lipstick is the image of the maker (corporate image) with a percentage yield of 67.6%.

#### A. Suggestion

Based on the conclusions in the discussion, the authors provide the following suggestions:

1. In the brand image variable with corporate image indicators, there are statements of respondents about official Pixy outlets, both offline and online, which are not easy to find or official outlets are still rare. PT. Mandom should pay more attention to the distribution of its products, especially the procurement of official outlets that have not been spread well or by picking up the ball back by door to door so that consumers can easily get them and are confident with original guarantees.
2. On the user image indicator, the statement that Pixy lipstick respondents can give the impression of luxury has the lowest percentage result, suggestions for the company are to improve both packaging and quality to give the impression of luxury to consumers

who wear it such as by adding elegant colors to give the impression luxurious one.

3. In the product image indicator, the statement that Pixy lipstick has variants and various types and color choices has a very low percentage result compared to other statements, it's all due to the shortcomings of the Pixy lipstick above, so it must be improved so that it can meet all the integrity of its consumers, one of which is by adding a variety of color choices and types of Pixy lipstick according to the majority of Pixy lipstick users, as in the results of the respondent's profile, the majority of Pixy lipstick users are in the age range  $>31$  years, so in the age range  $>31$  years the average Use red or dark colors.
4. According to the age range so that consumers can buy it according to their needs.
5. Some respondents stated that Pixy lipstick is not the first choice, the company should fix the existing deficiencies so that consumers will prioritize buying Pixy lipstick first compared to other competing products, such as adding color and type variants so that consumers will not switch to another product more complete products.
6. There is also a statement that consumers will repurchase with a very low percentage compared to the other 4 statements, it's all due to a lack of satisfaction and the lack of fulfillment of consumer integrity when consuming the product, so the company should fix the existing deficiencies so that consumers will be more loyal to Pixy lipstick by making repeat purchases.
7. Consumer statements will not switch to other products that have low yields, which means that Pixy lipstick consumers can easily turn away or switch to other competing products that offer advantages that are a drawback of Pixy lipsticks, so the company should be more superior to other competing products.

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