Research.

Brand Loyalty Analysis on Bottled Mineral Water (AMDK) with the Brand AQUA

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Abstract. The bottled drinking water business is a highly competitive business. This is because people nowadays prefer practical things. In addition, some areas in Indonesia are experiencing a clean water crisis. In this highly competitive industry, AQUA needs to maintain customer satisfaction so as to create customers who are loyal to the AQUA brand. This research aims to analyze brand loyalty and marketing strategies of AQUA. For sampling techniques using purposive sampling. Analysis of research data using brand loyalty level analysis consisting of Switcher analysis, habitual buyer analysis, satisfied buyer analysis, liking the brand analysis and committed buyer analysis with the calculation of mean, standard deviation and percentage. AQUA is at the satisfied buyer and liking the brand level. Both have a value of 98% with an average value of 4.16, which is a good category. Relationship marketing strategies and loyalty rewards are expected to increase brand loyalty in AQUA customers.

Keywords: brand loyalty, bottled water, marketing strategy

INTRODUCTION

Background

The behavior of people who are increasingly focused on all kinds of practical issues has become a phenomenon in business. This has led to many practical packaging product companies becoming popular in the competitive scene. Likewise, the bottled drinking water industry or better known as AMDK is booming. It can be seen from the increasing market size of the bottled drinking water industry (AMDK) itself, with more and more local, national, and international brands of bottled mineral water (AMDK) emerging in this sector.

The growth of the bottled mineral water (AMDK) business is motivated by the need for bottled mineral water (AMDK) which is increasingly important among the public. This is also because of the limited availability of clean water in some areas. Therefore, bottled mineral water (AMDK) must be the community's choice to meet the needs of healthy drinking water. This promising business opportunity has made several industries look at joining the bottled mineral water industry. AQUA as the first brand of bottled mineral water in Indonesia also feels the intense competition in this industry.

Intense competition makes business people in this field must be good at strategizing in managing their business. In 1973, AQUA as a pioneer of bottled drinking

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water was established. AQUA has the largest sales both in Indonesia and in the world for the mineral water category. AQUA is derived from 100% natural mountain spring water that contains healthy balanced minerals. AQUA is part of the DANONE business group, one of the largest food and beverage product manufacturers in the world.

The number of bottled drinking water brands today, makes AQUA also have to make a good strategy so that its consumers remain loyal to its brand. Customer loyalty to a brand is very important for the company. Good brand loyalty certainly not only makes consumers make repeat purchases but they will also promote the company's products to others. Without good brand loyalty, it will certainly effect the survival of the product itself and also the company. For this reason, AQUA, although a pioneer in the bottled mineral water (AMDK) business, still needs to maintain its brand image so that it continues to build good brand loyalty in this very tight business competition. Because with a good brand image that enters the minds of consumers, this is what makes consumers want to make purchasing decisions. In building good brand loyalty, not only a good brand image is needed, but the AQUA brand needs to make marketing tactics that are suitable and in accordance with the needs of the marketing strategy to be used.

Formulation of the Problem

In accordance with the above background, the author formulates the problems that can be drawn, namely:
1. What is the level of brand loyalty of consumers of bottled mineral water for the AQUA brand?
2. What marketing strategies can be implemented by AQUA?

LITERATURE REVIEW

Brand

Kotler and Armstrong explain that a brand can be a name, term, sign, symbol, design or even a mixture of all of them, for the purpose of identifying products belonging to one or more sellers and also differentiating these products from those of competitors (Widiyanti, 2021).

So that, the use of the brand functions as an identity, differentiates from competitors' products, and makes it easier for consumers to find the desired product. In addition, brands can also be used as a company promotion tool.

Brand is one of the important assets for the company. Because brands that have a good image, of course, will have a direct effect on the company's image. Brand image is a picture of satisfaction and loyalty as well as consumer experience (Astuti, 2016). Brands when managed properly will add value to the product itself. Products with brands that are well known by the public will certainly add to the prestigiousness of the product.

So that brands have benefits for both sellers and buyers (Buchari, 2011) as follows:

1. For producers or sellers: a. Brands make it easier for sellers to process existing orders. b. Brand names and trademarks will legally protect sellers from counterfeiting product characteristics because otherwise every competitor will imitate the product. c. Brands can also provide opportunities for sellers regarding customer loyalty to their products by setting higher prices. d. Assist sellers in segmenting certain markets. e. Through a good brand image, the company's image can be fostered as well. f. Through a good brand image, the company's image can be fostered as well. Assist sellers in segmenting certain markets. e. Through a good brand image, the company's image can be fostered as well. f. Provide a defense against fierce price competition. Provide a defense against vicious price competition.

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2. For buyers or customers: a. The brand becomes a differentiator between other product brands. b. Customers get information about products. c. Increase efficiency.

Brand Equity

Aaker argues that brand equity is a set of brand assets and liabilities related to the brand itself, in which there are names and symbols that add or reduce the value provided by a good or service to the company or company customers (Stevi & Artina, 2022).

Brand equity can be grouped into five categories, namely:

1. Brand awareness, which describes a person's ability to recognize or recall a brand.
2. Brand association, which reflects the impression that enters a person's mind that he has of the image of a brand, be it regarding habits, lifestyle, product attributes, competitors and others.
3. Perceived quality where a person has a perception of the quality of a product or service related to his expected intentions.
4. Brand loyalty, describes the level of a person's attachment to a particular brand.
5. Other proprietary brand assets such as patents, business secrets, access to specialized suppliers and others.

Brand Loyalty

Brand loyalty is a condition where customers who are satisfied with a brand because they have chosen that brand and will make repeat purchases (Sucma & Sugiat, 2023). Broadbent, Bridson, Ferkins, & Rentschler say loyalty is when customers are committed to consistently making repeated brand purchases in the future, despite situational effects and the potential for switching behavior because of competitors (Pandiangan et al., 2021). The behavior in question is the possibility of customers moving or not to competing brands because of factors such as price changes, promotions and others. For customers who feel satisfaction and he is reluctant to use other brands and he will even suggest the brand to others, this is what is called a loyal / loyal customer. This means that brand loyalty will be formed in the presence of satisfied customers after consuming the company's brand of products or services.

In general, loyal customers are customers who will continue to make repeat purchases despite many offers from other brands that provide brand advantages. So the company needs to know whether its customers are loyal customers or not, so that the company can treat these loyal customers with the company's best service.

In connection with brand loyalty, there are 5 levels of brand loyalty, each of which is an asset that can be managed by the company. According to Aaker, the five levels of brand loyalty (Yuliantari et al., 2022) are as follows:

1. *Switcher*
   At this level, buyers often switch brands, where the characteristics are looking for low prices and price discounts. These buyers are not loyal at all.
2. *Habitual buyer*
   Buyers at this level are satisfied buyers because they are used to using the company's products or services. Generally, these buyers are not effected by the existence of other product and service options, but that does not mean they are not vulnerable to competitors.
3. *Satisfied buyer*
   These buyers are satisfied brand customers. However, they have switching costs, which are the time, money, or performance risks associated with switching to another brand.

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4. *Liking the brand*
   At this level, buyers have an emotional attraction to a brand. Buyers have really liked the brand because they have good experiences about the quality of the brand.
5. *Committed buyer*
   This category of buyers considers the brand to be very important in terms of function and as an expression of customer identity. These buyers are loyal to the company's brand. The characteristic of this buyer is willing to recommend the company's brand to others.

Generally, the inverted pyramid-shaped brand loyalty pyramid is intended for brands with strong brand equity. It is expected that the higher up the wider the brand loyalty pyramid area for the number of consumers who are committed buyers compared to consumers who are switchers (Durianto et al., 2017). Meanwhile, brands with weak brand equity use a pyramid with a larger switcher area than other levels. The AQUA brand is a brand that already has strong brand equity so that the pyramid image uses an inverted pyramid.
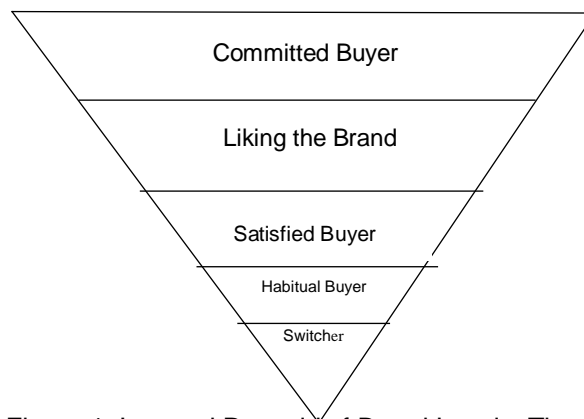

Figure 1: Inverted Pyramid of Brand Loyalty Tiers
Source: Durianto et al, 2017

Marketing Strategy

Marketing strategy is the marketing logic that companies use to create customer value and achieve mutually beneficial relationships (Kotler & Armstrong, 2012). Meanwhile, Assauri argues that marketing strategy is an overall integrated and unified plan in the marketing field which is a reference in the activities that will be conducted to achieve the marketing objectives of a company (Rahayu & Habib, 2024).

In line with this, Prabowo said that marketing strategy is a technique that will be used by a company to be able to achieve the goals planned by the company, in which there are key decisions regarding target markets, product placement in the market, marketing mix and marketing value needed (Tafonao et al., 2023).

Marketing strategy is a business strategy that is not stagnant, meaning that the operating system will always change according to market changes. Marketing strategy ideas are created by researching the target market to distribute according to the initial plan. The strategy will continue to run and change even though consumers are satisfied, this is to maintain consumer loyalty so that they stay with the products produced by the company.

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RESEARCH METHOD

This type of research uses quantitative descriptive research. Quantitative descriptive research method according to Arikunto is a method that aims to use numbers to create an objective picture or explanation of a situation in accordance with data collection, interpretation, form and results (Jayusman & Shavab, 2020). For the sampling technique itself, this research uses purposive sampling, which is a technique that allows researchers to determine the sample according to the research objectives according to the exact criteria desired by the researcher. Purposive sampling is a sampling technique that involves certain considerations. This is because not all samples have criteria in accordance with the wishes or objectives of the researcher (Sugiyono, 2019). In this case, the researchers took samples from residents of Kalisari Village, East Jakarta, whom the authors met in November 2023 who often or have bought bottled mineral water.

Analysis of research data using descriptive analysis obtained from the average value (mean), standard deviation and percentage of brand loyalty levels consisting of Switcher analysis, habitual buyer analysis, satisfied buyer analysis, liking brand analysis and committed buyer analysis. Average calculation (Mean) to determine the single value of each research variable, which is used in describing the research variables discussed in this research.

$$\text{Average } (\bar{x}) = \frac{\sum Xi.fi}{n}$$

This research uses five class intervals, where the formulation of each class can be calculated using the following formula (Durianto et al., 2017). Class interval = (Highest scale - Lowest scale) / Number of classes = (5 - 1) / 5 = 0.80.
The range of brand loyalty level value scales is as follows:
1.00-1.80   =   Extremely Dissatisfied
1.81-2.60   =   Dissatisfied
2.61-3.40   =   Neutral
3.41-4.20   =   Satisfied
4.21-5.00   =   Extremely Satisfied

Furthermore, the standard deviation value is calculated to determine the deviation from the average value. Standard deviation shows an illustration of data variation, namely if the standard deviation is not more than 20% of the mean, the respondent's answer can be said to be relatively homogeneous and vice versa. The formula used is as follows:

$$\text{Standard Deviation (SD)} = \sqrt{\frac{\sum fi.Xi^2 - \frac{(\sum fi.Xi)^2}{n}}{n-1}}$$

Remarks:
X_i = the value of the i-th measurement
f_i = frequency of the i-th class
n   = number of observations

Percentage calculations are used to see how large the number of switcher buyers, habitual buyers, satisfied buyers, liking the brand buyer, and committed buyers are. Then a pyramid of brand loyalty levels will be made. The level (hierarchy) of brand loyalty starting from switchers (the lowest level - with the largest portion), habitual buyers, satisfied buyers, liking of the brand, to committed buyers (the highest level - with the smallest portion) is intended for brands that do not yet have strong brand equity. As for brands that already have strong brand equity, the level of brand loyalty starts from switcher (the lowest level - with the smallest portion), habitual buyer, satisfied buyer,

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liking the brand, to committed buyer (the highest level - with the largest portion). The percentage is calculated in accordance with the number of respondents who answered with weights 4 and 5 divided by the cumulative number of research respondents.

RESULTS AND DISCUSSION

Research Result

The data in this research are primary data through questions submitted to 50 respondents with alternative answers, namely 5 alternatives, so the scale range used starts from 1 to 5. The data analysis used by researchers is through an analysis of 5 levels of brand loyalty, namely switcher analysis, habitual buyer analysis, satisfied buyer analysis, liking the brand analysis and committed buyer analysis.

1. Switcher Analysis

Table 1
Switcher Analysis

Answer	f	X	fX	X²	f.X²	%
Never	4	1	4	1	4	8
Rarely	20	2	40	4	80	40
Sometimes	4	3	12	9	36	8
Often	17	4	68	16	272	34
Very Often	5	5	25	25	125	10
Total	50		149		517	100

Source: Data processing results 2023

$$\text{Average (Mean)} = \frac{149}{50} = 2.98$$

$$SD = \sqrt{\frac{517 - 149^2 : 50}{50 - 1}} = 1.22$$

$$Switcher = \frac{22}{50} \; x \; 100\% = 44\%$$

In accordance with the results of the calculation above, consumers who like to switch brands or are sensitive to prices are 44% or 22 people. This can be seen in the answers of respondents who answered often as many as 17 people and always as many as 5 people. The price of bottled drinking water from the AQUA brand is quite expensive compared to the price of bottled mineral water from other brands, this is the reason consumers move to other brands of bottled mineral water. In the calculation of the average respondent (Mean) which includes the switcher category of 2.98, where this category falls into the scale range of 2.61-3.40, namely the moderate category.

2. Habitual Buyer Analysis

Table 2
Habitual Buyer Analysis

Answer	f	X	fX	X²	f.X²	%
Strongly disagree	1	1	1	1	1	2
Disagree	15	2	30	4	60	30
Neutral	3	3	9	9	27	6
Agree	26	4	104	16	416	52

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Answer	f	X	fX	X²	f.X²	%
Strongly agree	5	5	25	25	125	10
Total	**50**		**169**		**629**	**100**

Source: Data processing results 2023

Average (Mean) $= \frac{169}{50} = 3.38$

SD $= \sqrt{\frac{629 - 169^2 : 50}{50 - 1}} = 1.09$

Habitual buyer $= \frac{31}{50} \; x \; 100\% = 62\%$

Habitual buyers are a category of consumers who are satisfied and willing to buy products because they are used to consuming them. The data above shows that respondents who agree, namely at weight 4, are 26 people and those who strongly agree with weight 5 are 5 people. So that respondents who buy bottled mineral water for the AQUA brand because they are used to consuming this brand are 31 people or 62%. While the average respondent (Mean), namely consumers who are habitual buyers, is 3.38. This category can be said to be in a good category because 3.38 is included in the scale range of 3.41-4.20.

3. Satisfied Buyer Analysis

Table 3
Satisfied Buyer Analysis

Answer	f	X	fX	X²	f.X²	%
Extremely dissatisfied	0swer	1	0	1	0	0
Dissatisfied	1	2	2	4	4	2
Neutral	0	3	0	9	0	0
Satisfied	39	4	156	16	624	78
Extremely satisfied	10	5	50	25	250	20
Total	**50**		**208**		**878**	**100**

Source: Data processing results 2023

Average $= \frac{208}{50} = 4.16$

Satisfied Buyer $= \frac{49}{50} \; x \; 100\% = 98\%$

SD $= \sqrt{\frac{878 - 208^2 : 50}{50 - 1}} = 0.51$

In the satisfied buyer analysis above, the number of respondents who answered satisfied and very satisfied with consuming bottled mineral water of the AQUA brand because AQUA is a well-known brand and AQUA has pure freshness as many as 49 people or 98%. So that the AQUA brand is included in the good category because it is in the 3.41-4.20 scale range, namely 4.16. This shows that consumers of this AQUA brand bottled mineral water feel satisfaction when consuming products with this brand.

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4. **Liking the Brand Analysis**

Table 4
Liking the Brand Analysis

Answer	f	X	fX	X^2	$f.X^2$	%
Very unlikely	0	1	0	1	0	0
Unlikely	1	2	2	4	4	2
Neutral	0	3	0	9	0	0
Likely	39	4	156	16	624	78
Very likely	10	5	50	25	250	20
Total	50		208		878	100

Source: Data processing results 2023

$$Average = \frac{208}{50} = 4,16$$

$$Liking\ the\ Brand = \frac{49}{50}\ x\ 100\% = 98\%$$

$$SD = \sqrt{\frac{878 - 208^2 : 50}{50 - 1}} = 0,51$$

Similarly to the respondents' answers in the satisfied buyer analysis, in the liking the brand analysis, 49 respondents or 98% who like the AQUA brand gave answers of like and really like. An average of 4.16 falls into the good category. This means that consumers of the AQUA brand packaged mineral water not only feel satisfied but also like this brand because AQUA is a more popular packaged mineral water brand compared to others.

5. **Committed Buyer**

Tabel 5
Committed Buyer

Answer	f	X	fX	X^2	$f.X^2$	%
Never	5	1	5	1	5	10
Rarely	28	2	56	4	112	56
Sometimes	0	3	0	9	0	0
Often	9	4	36	16	144	78
Very often	8	5	40	25	200	20
Total	50		137		461	100

Source: Data processing results 2023

$$Average = \frac{137}{50} = 2.74$$

$$Committed\ Buyer = \frac{17}{50}\ x\ 100\% = 34\%$$

$$SD = \sqrt{\frac{461 - 137^2 : 50}{50 - 1}} = 1.32$$

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The level of committed buyer is the most expected by all companies. Because at this level consumers are willing to promote or suggest the company's products happily to others. However, in accordance with the calculation of the data above, it can be seen that only 17 out of 50 respondents are willing or equal to 34% of respondents who answer often or always. Meanwhile, the average respondent who is a committed buyer is included in the sufficient category, namely in the scale range of 2.61-3.40 amounting to 2.74. This shows that consumers who are satisfied or like the brand are not necessarily loyal customers to our brand. This is because there are so many bottled mineral water products like AQUA that offer the advantages of their products over AQUA. The AQUA brand itself is often late in innovating.

Discussion

In accordance with the results of the overall calculation of the brand loyalty level analysis above, it can be described in the form of an inverted pyramid. This is because the AQUA brand bottled drinking water already has strong brand equity so it is expected that the level of committed buyers is greater. The following is the level of brand loyalty for the AQUA brand which is described by an inverted pyramid:
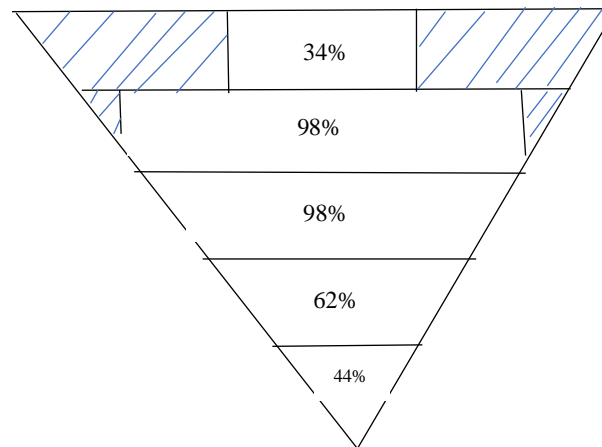

Figure 2: Inverted Pyramid of Data Processing Results
Source: Data Processing 2023

From the inverted pyramid image above, it can be seen that the pyramid box is getting wider and filled almost completely, but at the committed buyer level the filled pyramid area is smaller. This means that consumers of bottled mineral water brand AQUA, despite being a pioneer in the bottled water business, do not have high loyalty. This statement is reinforced by consumers who are also quite large switchers, namely 44%, which means that there are still many AQUA consumers who are interested in moving to other brands. This brand switching comes from consumers who are price sensitive. Although AQUA consumers do not have high loyalty, the AQUA brand bottled mineral water company is quite proud because from the analysis of satisfied buyers and analysis of liking the brand it shows that 98% of respondents in this research are very satisfied and like this brand.

So that in accordance with the analysis of the level of brand loyalty above using the inverted pyramid, the AQUA company can make its marketing strategy, namely by conducting relationship marketing activities, namely maintaining a mutually beneficial relationship with customers and rewarding customer satisfaction in the form of rewards, both direct gifts and in the form of lucky draws. This is in accordance with AQUA consumers who are at the level of satisfaction and like the brand so that the strategy of

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maintaining relationships with customers is expected to give more trust to the brand which in turn AQUA consumers can become more loyal to the AQUA brand. AQUA companies can also conduct Public Relations programs such as sponsoring sports events so that people remain aware of this brand. AQUA can also make innovations in products or product packaging so that through this innovation AQUA products can better compete with competing products.

CONCLUSION AND SUGGESTION

The level of brand loyalty owned by bottled mineral water brand AQUA is at the level of satisfied buyer and liking the brand. Which means that AQUA customers are consumers who are satisfied with the AQUA brand and like this brand but do not rule out the possibility that they can still move to other brands. This is because the Committed buyer level has a smaller area in the inverted pyramid.

The marketing strategy that can be suggested to the AQUA brand bottled drinking water company is to do relationship marketing and provide loyalty rewards. Not only that, PR programs can also be conducted to increase public brand awareness of this product so that people do not forget the AQUA brand despite the emergence of so many bottled mineral water brands today. Innovations in AQUA products and packaging can be made so that they can compete with other bottled mineral water brands.

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