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Brand Element: Brand Name and Consumer Buying Behavior

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Abstract

Merek adalah salah satu strategi perusahaan untuk memperkenalkan produk kepada konsumen. Melalui penyediaan nama merek yang tepat, produk dapat diterima dan diingat oleh konsumen ketika berperilaku dan mengambil keputusan dalam pembelian. Penelitian ini mengambil sampel dari 30 responden yang tahu dan pernah melakukan pembelian produk merek "Samsung" setidaknya satu kali. Hasil penelitian menggambarkan bahwa sebagian besar responden setuju bahwa nama merek "Samsung" mudah untuk dipahami, diingat dan disukai. Hal ini juga memberikan dampak pada perilaku yang ditunjukkan oleh konsumen, dimana nama merek "Samsung" yang mudah dipahami, dimengerti dan disukai menjadi salah satu faktor bagi konsumen dalam memutuskan untuk melakukan pembelian produk "Samsung"

Keywords: brand element, brand name, consumer buying decision

I. Introduction

Consumer is one determinant in the success of a product in the market. If a product is not in demand by consumers it can be ascertained that the product is did not last long. Determinants of consumers likes the product lies not only in the performance of the product itself because before consumers feel and instantly consume a product so the role to attract consumer' first time through a brand. Brand according to the American Marketing Association (AMA) in Kotler and Keller (2009), the brand as a "name, term, sign, symbol, or design, or a combination there of, are intended to identify the goods or services of one seller or group of sellers and mendiferensiasikannya them from a competitor, of these definitions can be seen that by creating a good brand for the first time can be a starting point for a product can win over consumers. Brands can be formed or created through the merger of various elements such as brand name, logo, slogan, jingle, design. (Keller, 2008).

The brand name is one of the elements of the brand (brand element) and the initial strategy used by companies to introduce products into the market. Determination of brand names intended to make consumers interested and finally have a desire to try. For the provision of brand name must match the description of the products to be offered, in addition to giving the brand name should be attractive, unique and memorable. Giving the right brand name will bring consumers to be able to act on the level of interest, given and buy it when needed. In making the brand name, the company will typically do so with caution and do a lot of market research. This is due to change the brand name of the future will be a difficult task especially if the brand name is enough to get positioning in the minds of consumers. Therefore, many companies are willing to pay the Consultant and designers in designing a brand name that would describe the whole product to sell. According Alamgir et al. (2010), consumers have a strong relationship with the brand and the brand name, as an example, if someone wants to buy a car with a range of brand name cars available then the person will tend to choose a car with a brand name and a good corporate reputation based on trust and experience.

Consumer behavior is one of the most difficult to predicted and studied. Every consumer tends to have a different behavior in responding to any incident or event but not something impossible to understand the behavior. Consumers, especially in Indonesia tend to behave according to what is becoming a habit, a trend, a lifestyle that is happening in the surrounding environment or as a sign that they feel things that are in demand by the audience crowd. Behavior is also formed from a perception within each consumer, if someone has a good perception about something consumers will tend to behave according perceived within himself. As well as on the perception of the brand name

will generate a positive attitude if the brand name and description in line with expectations of consumers. Positive behavior consumers usually reflected a desire to try, act of purchase and re-purchase. If consumers are in a stage of the desire to buy it at this stage consumers should be encouraged through the establishment of a stronger perception and eventually purchase real action. The formation of a strong perception usually influenced from several things, among others from internal and external Factor. Internal factors include of memory stored in the minds of consumers, knowledge, understanding, learning and experience (Peter & Olson, 2005) while the external factors include both environmental economic environment, social, and cultural. Through a strong perception , consumers can be encouraged to make the decision to make a purchase . If the performance of the product in accordance with consumer expectations compared with the description of the brand name and products so consumers will be pushed back to make repeat purchases. In the end that every company has hope that by selecting and doing imaging a good brand name and the right will form positive behavior of consumers and finally expected to bring consumers the highest level in behavior that is costumer loyalty. Based on this background, this study intends to describe how the brand name "Samsung" in the minds of consumers as well as whether the position of the brand name "Samsung" in consumers' minds are capable enough to change consumer behavior, especially the behavior of purchase.

II. Theoretical View

2.1 Brand and Brand Name

According to Kotler and Keller (2009), the brand as a "name, term, sign, symbol, or design, or a combination thereof, are intended to identify the goods or services of one seller or group of sellers and mendiferensiasikannya them from competitors, from these definitions can be seen that by creating a good brand for the first time can be a starting point for a product can win over consumers. According to Keller & Lehmann (2006), a brand built by product, marketing activities, the use or non-use by customers and others, the brand reflects the consumer's experience with the product, the brand also plays an important role in determining marketing activities such as advertising and channel placement, brand is also an asset in terms of finances so that the embodiment of the brand effect on the three main levels of customer, product and financial markets. According to Kapferer (2008), the brand has a financial value for the assets they have created in the minds and hearts of customers, distributors and leaders. Furthermore Kapferer (2008) suggests that the brand is "intangible assets" and "conditional assets", the brand is the "intangible assets" because it has a place in the balance of payments brand as an asset intangible (included into the category of patents, databases and the like), while brand called "conditional assets" because it provides a financial benefit by working with other assets such as production facilities. According Alamgir et al. (2010), the brand is a combination of names, symbols, and designs and is the customer's perception of the performance of the product.

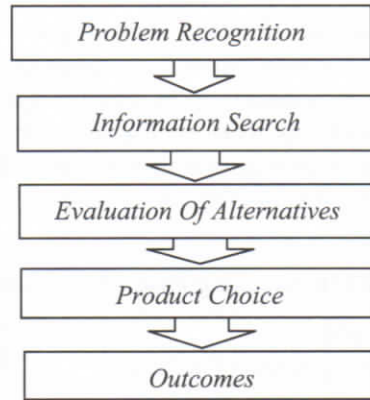
According to Kapferer (2008), the brand is a name that affects the buyer. A good brand name is not only easy to pronounce by anyone and can spontaneously evoke desire, but should really have a characteristic, distinction, strength and confidence. According to Robertson (1989), the brand name should be simple, distinctive, meaningful, a verbal or sound an associate of the product class, elicit a mental image, an emotional word. According to Guha (2010), the classification of brand names, among others:

- Descriptive brands: brand name describes the key benefits or aspects related to products and services.
- Person-based brands: products and services are identified with the name of the owner, partner or key individuals.
- Associative brands : use of false or words that do not have a meaning related to the context but through the promotion can be built into an identity .
- Geographic brand names: using words related to a geographic area, region or country.
- Alpha -numeric brand names : using a combination of letters and numbers.

2.2 Consumer Buying Behavior

According to Solomon et al. (2006), consumer behavior is a process that involves individuals or consumers selected when making a purchase, use or dispose of a product, service, idea or experience to meet the needs or desires. Consumer purchases are a response to the problem, which in response to emerging problems consumers will usually do the stages in the decision-making. (Solomon et al., 2006).

Figure 1. Consumer Buying Decision Process



Source: Solomon et al. (2006)

This process illustrates how consumers recognize a problem, or need a product, they are looking for information about product options and how they evaluate the alternatives to arrive at a purchase decision, and then how to influence the situation of the actual purchase up to customer satisfaction in these choices. Solomon et al. (2006) suggested the decision to make a purchase can be influenced by many factors, including mood, time pressure or disposition towards shopping. Time is a critical resource that often determines how much effort and the search will go into a decision. The mood can be influenced by the level of excitement and passion to be present at stores environment.

III. Data and Research Method

The sample used in this study is that consumers who know and ever make a purchase products brand "Samsung" at least one time. This study took a sample of 30 respondents in Indonesia. Data collection methods in research using this questionnaire. This study uses descriptive statistic to shows brand name and consumer buying behavior.

IV. Result and Discussion

There the results obtained from the data 30 respondents.

Table I. Gender

No.	Gender	Amount
1	Male	12
2	Female	18

Source: data 2016

Table I. shows that as many as 12 respondents are male, while as many as 18 are respondents are female. This is because the majority of respondents found by the researchers are female. The position and role of women has been fairly evenly with men, where women also have the right to choose and determine the needs and desires in life. Women also began to play a role in making decisions for themselves and their families. It is therefore not surprising that the results in this study show that most women are drawn as respondents.

Table II. Age

No.	Age	Amount
1	≤ 17 years old	0
2	18 - 28 years old	28
3	29 – 39 years old	2
4	≥ 40 years old	0

Source: data 2016

Table II. shows that as many as 28 respondents aged 18-28 years, while as many as 2 respondents aged 29-39 years. This is because respondents diketemui by researchers in data collection are of childbearing age, which many respondents in productive age to make decisions in life such as determining, selecting, making decisions as well as responsibility for the decisions that have been taken. In this age of the respondents is also active in a variety of both consumer consumption for themselves and for their family needs. Respondents also tend to do a lot of spending, or have high levels of consumption tends to be high.

Table III. Samsung Product Purchases

No.	Purcashe	Amount
1	Samsung Product Purchases	30
2	Not to Purchase Products Samsung	0

Source: data 2016

Table III. shows that all respondents as the research data are consumers who make purchases of products "Samsung" at least one time. This is because a sample used in this study is that consumers who know and ever make a purchase products brand "Samsung" at least one time. This requirement refers to the basis that if the respondent at least have never made a purchase products "Samsung" at least one time, the respondents were considered to have been able to or can fill out a questionnaire with accurate and precise. Filling out the questionnaire and accurately is needed for the results obtained can show real results describe the circumstances that wish to study.

Table IV. Samsung Products

No.	Samsung Products	Amount
1	Mobile Phone	19
2	Air Conditioning	1
3	Television	4
4	DVD Player	1
5	Mobile Phone Television	2
6	Mobile Phone Air Conditioning Washing Machine	1
7	Mobile Phone DVD Player Television	1
8	Television Refrigerator	1

Source: data 2016

Table IV. shows that as many as 19 respondents ever buy a mobile phone, 1 respondent ever buy air conditioning, 4 respondents ever bought television, 1 respondent ever purchased a DVD player, 2 respondents ever buy a mobile phone and television, 1 respondent ever bought a mobile phone, air conditioning and washing machine, 1 respondent ever bought a mobile phone, DVD player and television, 1 respondent had bought television and refrigerator. Most respondents ever to buy a

mobile phone "Samsung", this is because the mobile phone "Samsung" is quite popular in Indonesia. For fans of the mobile phone also know that mobile phone "Samsung" many issued has products with advanced technology. However, some respondents also choose another product with the brand name "Samsung", it is enough to prove that the product "Samsung" has had its own place on the heart of the consumers, especially in Indonesia. Consumers have entrusted various products "Samsung" to assist and facilitate their work and to carry out activities or activities in life.

Table V. Brand Name

No.	Responses	Brand Name	
		Agree	Disagree
1	Easy to Understanding	24	6
2	Easy to Remember	29	1
3	Easy to be liked	19	11

Source: data 2016

Table V. showed that 24 respondents agree if the brand name "Samsung" easy to understand while 6 respondents did not approve it, 29 respondents agree if the brand name "Samsung" easy to remember, while 1 respondent does not approve it, 19 respondents agree if the brand name "Samsung" easy to be liked while 11 respondents did not approve. This shows that the brand name "Samsung" is shown to have meaning are easy to understand, remembered and liked by consumers. But it is also not regardless of how long the brand name "Samsung" has been there and known by the public. Community, especially in Indonesia usually tend to have confidence with the product or brand name that has long existed although this time the trend has begun to shift. People prefer to follow the trends and lifestyles in determining which product or brand name to be used. This has been a guide for companies "Samsung" to be able to follow the changes and development of the era. Company "Samsung" is not only engaged in various product creation but are also involved in various activities to promote the brand name.

Table VI. Consumer Buying Behavior

No.	Responses	Consumer Buying Behavior	
		Agree	Disagree
1	Easy to Understanding	18	12
2	Easy to Remember	19	11
3	Easy to be liked	18	12

Source: data 2016

Table VI. shows how consumer behavior in considering and deciding upon the purchase. The results showed that as many as 18 respondents decide to purchase the product "Samsung" because the brand name is easy to understand, while 12 respondents did not approve it, 19 respondents decide to purchase the product "Samsung" because the brand name is easy to remember while 11 respondents did not approve it, 18 respondents decided to buy the product "Samsung" because the brand name is easy to be liked while 12 respondents did not approve it. From these results it can be seen that almost half of the respondents approved the purchase that they have done is based on the brand name of Samsung but the other half of the respondents did not approve it. It suffices to prove that for the time being the brand name that is known and appreciated by the public enough plays an important role in shaping consumer purchasing behavior. Although it did not become a major guarantee for a company to survive and win the market. Today's consumer is more emphasis on quality, as well as the updating of the standard conformity of products with their lives. If a product is considered a failure to be able to lift the life then product as a whole is considered unsuccessful. Consumers more emphasis on how a product can deliver the performance and be able to follow the development of the era.

Based on these results it also can be seen that the brand name "Samsung" especially in Indonesia is quite acceptable in the public's mind. The brand name "Samsung" is not only able to create awareness on the brand but able to give a boost to behave particularly in deciding to make a purchase. This is not surprising given the brand and product name "Samsung" is quite capable of lure

heart of society in Indonesia. As also stated by Yorkston and Menon (2004), if a brand name has phonemes that represent the attributes of a consumer desires then the consumer will have a more positive attitude and showed interest in the purchase is higher. Higher purchase interest in the process of decision-making by consumers refers to the consumer's decision to purchase and consume products.

V. Conclusion

Currently the brand and product name "Samsung" is very familiar and loved by the people of Indonesia in spite of the many brand names as well as new emerging products and increasingly fierce competition. But until now the company "Samsung" has been able to stick the brand name not only in Indonesia but across the world as one of the leading technology companies, therefore we recommend companies Samsung should be able to keep the brand name "Samsung" by the renewing of resources and the creation of technology appropriate conditions and market developments. The company "Samsung" is currently quite understand that consumers are smart enough in choosing and selecting the products they need. Moreover, that the product and the brand name has been popping up a lot this time by offering a low price but the quality is almost the same. But we must begin to recall that the product, price, distribution and promotion can not succeed if it is not accompanied by to build communication and good after-sales service. Currently the "Samsung" is still one company that is holding the sale of mobile phone products, especially the largest in Indonesia. This is because the company "Samsung" is able to provide after-sales service are as good as the provision of service centers in various cities. It will be one of the main reasons for consumers in selecting products. Although it can not be denied one of the other reasons that make the mobile phone "Samsung" is much preferred resale price is quite competitive. Surely this is back to the role of the brand name. As we can learn from companies that have failed to keep its brand name still prevail, therefore, should be able to be a good learning for the company "Samsung" to continue to keep the brand name "Samsung" remain in position awareness high for the consumer and be able to keep innovating so that in the future the whole world can still recognize the brand name "Samsung" as one of the pioneers and innovators in the development of technology.

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