

INFLUENCE OF POSITIONING ON BRAND IMAGE ON PRODUCTS FRIDAY KILLER AT FRIDAYKILLER DISTRO PAMEKASAN, INDONESIA

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Abstract

This study aims to determine and analyze how much influence positioning which consists of price, product characteristics, product quality, product users, and product competitors partially or simultaneously on brand image, and to determine the more dominant influence on brand image. This research using a quantitative approach. With the method of observation, interviews, questionnaires, and literature study using a Likert scale and the sample collection method used is an accidental sampling of 70 samples. The analytical method used is the homepage linear regression method. The results showed that positioning consisting of price, product characteristics, product quality, product users, and product competitors simultaneously or partially had a significant effect on brand image on Friday Killer products and the most dominant variable that had a significant effect was product quality, the value of the coefficient of determination (R). square) obtained 0.547 or 54.7% influenced by positioning consisting of price, product characteristics, product quality, product users, and product competitors. While the remaining 45.3% is influenced by other factors not included in this study.

Keywords: Positioning on Price, Product Characteristics, Product Quality, Product Users, Product Competitors, Brand Image.

INTRODUCTION

In the current era of globalization, where economic growth is increasing, it affects market demand both locally and internationally. Thus the company carries out various strategies in marketing its products to be accepted by the community and the emergence of an attraction to buy, own, and use the product. Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others (Kotler: 2002).

Currently, a business that is starting to develop in Indonesia is a business in the textile or clothing sector. Given that clothing is a basic human need. Especially in an era like this, the fashion world is starting to be glimpsed by various groups. Not only in big cities but in the regions also do not want to be left behind with today's fashion trends. The existence of a

distribution store or better known as a distribution is a characteristic or fashion icon of today's youth. Various kinds of the latest fashionable clothing models are available in distributions such as T-shirts, t-shirts, sweaters, hoodies, jumpers, hats, belts, bags, and other famous brand shoes.

One clothing brand that is quite well-known in the area, especially Pamekasan Regency, is the Friday Killer product which is also a brand image for the distribution located at Jalan Raya Sumenep No.30 Pamekasan, Madura, East Java. Friday Killer is a local brand whose quality is not inferior to imported products. Many people think that the brand comes from abroad. Friday Killer products have been tested and qualified. Its products are made with precision and uphold identity, art, and style in their work. Friday Killer has various types of products ranging from clothing, shoes, and accessories. This distribution not only sells Friday Killer products but also sells other brand products such as kid rock, kick denim, diary, KZN, black ID, etc.

Friday Killer also uses precise marketing techniques so that its products are more in demand and known to the public. Friday Killer collaborates with various brands and has collaborated with Racer kids, a distribution business owned by the drummer for the Neutral band, Eno Gitara, Friday Killer has official resellers spread throughout Indonesia. Prices of various Friday killer products range from 100 thousand to 150 thousand for t-shirts and accessories. 300 thousand to 900 thousand for shoes. Pricing is based on agreement and price comparisons with other distributions. The characteristic of the Friday Killer product is a distinctive logo with large letters that say Friday Killer or FKCO with a unique blend of colors and images on each side of the product according to the design that has been determined by the owner of the distribution. The majority of distribution users and visitors are teenagers aged 15 to 25 years with high school and college education levels.

This business certainly does not escape obstacles and competition, one of which is the emergence of brands or brands that are not inferior in quality. For example, the Green light brand, where even this Green light distribution product has a difference with other distribution shirt brands. Even though they make the same distribution products, as usual, they use a famous musician, Ariel Noah, as their brand ambassador. So that the image of the Green light brand received a positive response from consumers and created an interesting impression considering Ariel Noah as a famous musician and much-loved by young people. These conditions make the intensity of competition higher between similar products, so companies compete with one another to win the trust of potential consumers.

Marketing today is not just a product battle but is a brand competition how to make the image of the product and the things it wants to offer to the market succeed in obtaining a clear and meaningful position in the minds of consumers through consumer perceptions. The company looks for several needs groups in the market, targets the needs and groups that can be satisfied in a superior way, and then positions its offerings in such a way that the target market recognizes the offering and the company's distinctive image (Kotler and Kevin, 2007: 374). To be able to win a market competition, companies must be able to position their products in the minds of consumers by implementing product positioning.

The positioning of the Friday Killer product is very influential on the formation of the brand image of the Friday Killer product. If the product positioning determined by the Friday killer distribution is correct, the Friday killer brand image will naturally have a positive value and can be well embedded in the minds of consumers. And vice versa if the positioning is not right then the resulting brand image will be negative. This hypothesis is a provisional conclusion

(statement) that must be proven true. Referring to the formulation of the problem, the hypotheses in this study are:

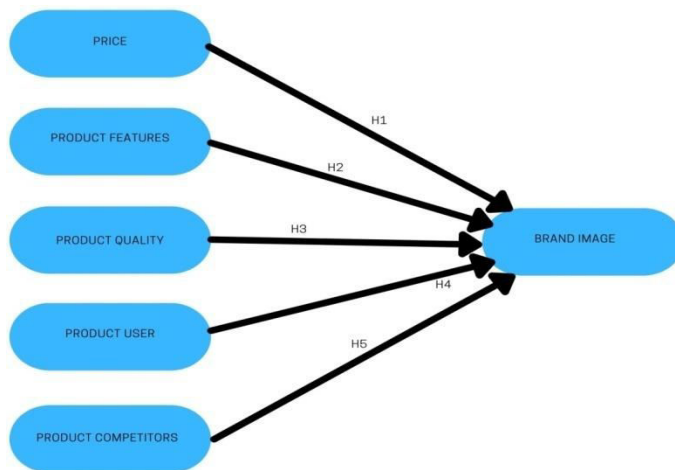
H1. product positioning consisting of price, product characteristics, product quality, product users, and product competitors affect the Friday Killer brand image.

H2. product quality is the variable that has the most dominant influence on the Friday Killer brand image.

Research Methods

This study uses quantitative methods, namely research that is used to prove value by measuring the relationship between variables so that data can be obtained in the form of numbers so that they can be analyzed in statistical order (Noor, 2011). In this study, the subjects studied were all users, buyers, or consumers of Friday Killer products. The object of this research is the influence of positioning on the brand image of Friday Killer Pamekasan products. The population in this study were users, buyers, or consumers of Friday Killer products, while the samples used in this study were 70 respondents with the criteria of male or female teenagers aged

13 to 35 years. The sampling technique in this study is accidental sampling, which is a technique for determining the sample based on chance (spontaneity), that is, what the researcher encounters by chance can be used as a sample, if it is suitable to be used as a data source. Sugiyono (2011: 62). The method of collecting data in this study uses a survey method by distributing questionnaires directly to consumers who make purchases at Friday Killer distributions. To test the instrument used to test the validity and reliability using the SPSS program.



Reseach Model

Source: Previous Study

Results

Based on the overall method sample, the item needs to serve as a guide or a temporary solution which should also be properly tested in reality. In this study, the product positioning variables consisting of price, product characteristics, product quality, product users, and product competitors affect the Friday Killer brand image which is evidenced by simultaneous testing (f test) obtaining a value of 15,439 with a significant level of 0.000 (smaller than significant 0.05). As is the case with the research conducted by Welli Marseni in 2012 with the research title Analysis of the Effect of Product Positioning Strategy on Brand Image on Simpati Sim Card Consumers PT. Telkomsel in the city of Padang. In the results of the study, it was explained that there was a significant effect of product positioning strategy on price on brand image. There is a significant effect of product positioning strategy on product characteristics on brand image.

There is a significant effect of product positioning strategy on product users on brand image. And there is a simultaneous influence of the dimensions of the positioning strategy consisting of price, product characteristics, and product users have a significant effect on brand image.

In this study, a partial submission (t-test) was also carried out which showed that the Price Variables (X1), Product Features (X2), Product Quality (X3), Product Users (X4), and Product Competitors (X5) had a significant effect on Brand Image. on Friday killer products in Pamekasan. While the most dominant variable that influences brand image is product quality (X3) as well as research conducted by Suseno (2016) with the title Effect of Product Quality Attributes and Product Positioning on Brand Image (Survey on Daihatsu Xenia car owners in Malang city). From the results of the study, it was stated that based on the results of joint testing between product quality attribute variables (X1) and Positioning (X2) had a positive and significant effect on the brand image (Y) with a significant F value of 0.000 <0.05. And for the results of partial regression testing, it can be seen that the product quality attribute variable (X1) is a variable that has a dominant influence on the brand image (Y).

Discussion

The results of this study were processed using the SPSS program. The data processing using multiple linear regression analysis was carried out in several stages to find the effect of the independent and dependent variables. The summary of the results of multiple linear regression analysis is as follows:

Table 1. Summary of Multiple Linear Regression Analysis Coefficients^a

Model	nstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,988	,680		1,452	,151
X1 (Price)	,250	,078	,280	3,188	,002
X2 (Product Features)	,177	,092	,180	1,916	,060
X3 (Product Quality)	,366	,084	,401	4,335	,000
X4 (Product User)	,281	,108	,247	2,596	,012
X5 (Product Competitors)	,153	,081	,166	1,895	,063

Source: Data processed

From the results of the regression analysis in the table above, it can be seen that the multiple regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e.$$

Where: $Y = 0,988 + 0,250X_1 + 0,177X_2 + 0,366X_3 + 0,281X_4 + 0,153X_5.$

The equation has the following meaning:

a = 0.988 is a positive constant value, meaning that if the value of the independent variable price, product characteristics, product quality, product users, and product competitors are assumed to be equal to 0, then the brand image variable will constantly be worth 0.988.

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b1 = Price regression coefficient of 0.250 states that if the price value is considered constant or zero then the price has a significant effect on brand image, or the higher the price level, the higher the brand image. So if the company applies the price by giving a discount, the price is economical and affordable, the brand image on the Friday killer product will be higher.

b2 = Product feature regression coefficient is 0.177 which states that if product characteristics increase by one unit, then brand image increases by 0.177 units.

b3 = Regression coefficient of product quality of 0.366 states that if product quality increases by one unit, then brand image increases by 0.366 units.

b4 = Regression coefficient of product users is 0.281 which states that if product users increase by 1 unit, then the brand image increases by 0.281 units.

b5 = Product competitor's regression coefficient of 0.153 states that if product competitors increase by 1 unit, then the brand image increases by 0.153 units.

The results of Multiple Linear Regression Analysis show that price, product characteristics, product quality, product users, and product competitors have a positive effect on brand image. Then from multiple linear regression also obtained the Coefficient of Determination (R²).

Table 2. Coefficient of Determination Results (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	,739a	,547	,511	,19950

Source: Data processed

Where is the coefficient of determination R² to compare the Brand Image variable (Y) which is explained by the Price variable (X1) Product Characteristics (X2) Product Quality (X3) Product Users (X4) and Product Competitors (X5) together compared to the total variation of the variable Brand Image (Y)? The results of calculations using SPSS can be seen that the coefficient of determination obtained is R² = 0.547. This shows that Brand Image is influenced by Price, Product Characteristics, Product Quality, Product Users, and Product Competitors 54.7% while the remaining 45.3% is influenced by other factors not included in this study.

Tabel 3. Analisis Uji Simultan (Uji F)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3,073	5	,615	15,439	,000 ^b
Residual	2,547	64	,040		
Total	5,620	69			

Source: Data processed

The F test is used to determine the simultaneous effect of all independent variables in this study, namely the variable price, product characteristics, product quality, product users, and product competitors. This means that the F test is used to test the relationship of all independent variables to the dependent variable together. Table 3, based on the data above, it is known that the significant value for the effect of X1, X2, X3, X4, X5 simultaneously on Y is 0.000 < 0.05 F arithmetic value

15.439 > F table 2.36, so it can be concluded that there is an effect of X1, X2, X3, X4, X5 simultaneously against Y. The t test is used to show how far the influence of one independent variable individually in explaining the variation of the variable. This means that the t test is used to test the significant relationship between the independent variables (X).

Table 4. T-test analysis results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,988	,680		1,452	,151
X1 (Price)	,250	,078	,280	3,188	,002
X2 (Product Features)	,177	,092	,180	1,916	,060
X3 (Product Quality)	,366	,084	,401	4,335	,000
X4 (Product User)	,281	,108	,247	2,596	,012
X5 (Product Competitors)	,153	,081	,166	1,895	,063

Source: Data processed

In this study, it is stated that the price variable (X1) has a significant effect on brand image on Friday Killer distributions. This is evidenced by the variable Price (X1) has a regression coefficient of 0.250 and the t-test statistic is 3.188 with a significant value of 0.002. The statistical value of the t-test is greater than the t-table (3.188 > 2.388) and the significant value is less than = 0.05. Then the Product

Characteristics variable (X2) has a regression coefficient of 0.177 and the t-test statistic is 1.916 with a significant value of 0.060. The statistical value of the t-test is greater than the t-table (1.916 > 2.388) and the significant value is smaller than = 0.05 so this indicates that Product Characteristics (X2) has a significant effect on Brand Image (Y)

Then the Product Quality variable (X3) has a regression coefficient of 0.366 and the t-test statistic is 4.335 with a significant value of 0.000. The statistical value of the calculated t-test is greater than the t table (4.335 > 2.388) and the significant value is smaller than = 0.05. so this shows that Product Quality (X3) has a significant effect on Brand Image (Y). The Product User variable (X4) has a regression coefficient of 0.281 and the t-test statistic is 2.596 with a significant value of 0.012. The statistical value of the calculated t-test is greater than the t table

(2.596 > 2.388) and the significant value is smaller than = 0.05. So this shows that Product Users (X4) have a significant effect on Brand Image (Y)

Mean while, the Product Competitor variable (X5) has a regression coefficient of 0.153 and the t-test statistic is 1.895 with a significant value of 0.063. The statistical value of the t-test is greater than the t-table (1.895 > 2.388) and the significant value is smaller than = 0.05, so this indicates that Product Competitors (X5) have a significant effect on Brand Image (Y). Thus it can be said that all variables have a significant influence on Brand Image. But the most dominant influence on the brand image Friday killer is product quality.

Conclusion

Based on the results of research on the effect of positioning on brand image in Friday Killer products in Pamekasan Friday Killer distros, the researchers can give some conclusions as follows:

The results of simultaneous testing (F test) obtained a calculated F of 15,439 with a significant level of 0.000 (smaller than 0.05 significant). While the F table value is 2.36. This means (F count > F table) and the significant level is 0.000 < 0.05. So it shows that Price Variables (X1), Product Characteristics (X2), Product Quality (X3), Product Users (X4), and Product Competitors (X5) simultaneously have a significant effect on Brand Image on Friday killer products in Pamekasan. Thus, partial test (t- test) shows that Price Variables (X1), Product Characteristics (X2), Product Quality (X3), Product Users (X4), and Product Competitors (X5) have a significant effect on brand image on Friday Killer products in Pamekasan. So the hypothesis H2 is accepted and true because in the t-test the Product Quality variable is the most dominant variable with an at-count level of 4.335.

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