Research.

ANALYSIS OF THE COMPARISON OF BRAND EQUITY BETWEEN FLEXI PRODUCT AND ESIA PRODUCT IN BOGOR

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Abstract. *Globalization era has been insisting on the companies to be able to compete more intense to keep the existence of their companies within the economy of Indonesia refers to telecommunication business. Brand equity is the most important asset for the company to keep up the market. There are 6 CDMA operators in Indonesia, two of them are Telkom with Flexi product and Bakrie with Esia product. Both are very competitive in CDMA network which is they have more than 10 million customers. This research aims to discover the brands equity between Flexi and Esia in Bogor. The elements of brand equity refer to brand awareness, brand association, perceived quality and brand loyalty.*

Research method is quantitative descriptive which is 100 respondents. Research analysis has applied the Importance Performance Analysis and Cohran test.

The result of the research has been indicating that Esia brand equity is stronger than Flexi. The analysis of customers brand equity has been explaining that the customers have not committed yet completely to the product they have been using.

Keyword: Brand Equity, Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty

INTRODUCTION

A. Background.

Communication is the most important thing for the people in the world. In a modern time recently, the development of the information has been moving very fast. Cable-telephone is one of the electronic equipment that could be classified as an information resource. The development of the telecommunication industries in Indonesia has provided the people can communicate any time and anywhere.

In 2009, there were 6 CDMA operators in Indonesia refers to 30.44 million consumers (Table 1)

Table 1.
CDMA operator data in Indonesia and their consumers in 2009.

Operator	Produk	Jaringan	Jumlah Pelanggan
Bakrie Telecom	**Esia**	CDMA 800MHz	10.6 juta mill
Indosat	StarOne	CDMA 800MHz	570.000
Mobile-8	Fren, Mobi dan Hepi	CDMA 800MHz	3 juta
Sampoerna Telekom	Ceria	CDMA 450MHz	780.000
Smart Telecom	Smart	CDMA 1.900MHz	>2 juta
Telkom	**Flexi**	CDMA 800MHz	13,49 Juta

Durianto, et.al (2001) defined that brand is a specific name or a symbol of the product refers to its logo, branded or packaging designed by the companies to identify a particular goods or service to differentiate their products with their competitors. Brand equity is some assets and brands liability relating to a certain brand, name and symbol that has been giving a

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value-added to the product and service or reducing its value either for the companies or the consumers.

The aforementioned table 1, 2 CDMA operators Flexi and Esia have > 10 million consumers. Both have a stronger brand image in the public than other operators.

B. Problems Analysis

1. To analyze the comparison of brand awareness between Flexi and Esia in Bogor ?
2. To analyze the comparison of brand association between Flexi and Esia in Bogor?
3. To analyze the comparison of perceived quality between Flexi and Esia in Bogor?
4. To analyze the comparison of brand loyalty between Flexi and Esia in Bogor?

C. Objectives

1. To discover the analysis of the comparison of brand awareness between Flexi and Esia in Bogor.
2. To discover the analysis of the comparison of brand association between Flexi and Esia in Bogor.
3. To discover the analysis of the comparison of perceived quality between Flexi and Esia.
4. To discover the analysis of the comparison of brand loyalty between Flexi and Esia in Bogor.

LIBRARY REVIEWS

A. Brand

Globalization era has been providing a new business opportunity and a challenge for the companies in Indonesia. Globalization era is not only open a broad potential market for the companies in Indonesia, but also creates a competitive market either among the domestic companies or with the foreign companies. The competitive phenomenon in this globalization era has been directing the Indonesia economical system to the market mechanism which is the companies are obliged to develop and to obtain more market share. One of the assets to achieve this condition is brand equity.

B. Brand Equity

Brand Equity is an asset to give a particular value to the consumers. Brand equity is able to influence the consumers' confidence to buy a products refers to their experiences, subjectivity, association with brand characteristics. Actually perceived quality and brand association could increase the level of the consumer satisfaction.

Aaker (1996) stated that brand equity has created a value either for the company or the consumer. This statement has been confirmed by other researchers refers to Smith et.al. research (2007) stated that brand equity has been considered by the company to perform a merger or taking over the related company. Brand equity could keep a premium price of the product (Keller, 2003)

Aaker (1996) indicated that some factors could be applied to indicate either the weakness or the strength of the brand equity which is brand awareness, brand association, perceived quality and brand loyalty factors and other assets refers to brand patent, trademark and its relationship.   The four elements of brand equity aforementioned excluding the other assets are the primary elements of brand equity. The fifth element of brand equity (patent, trademark, relationship) has been influenced directly by the quality of the four primary elements. (Durianto, Sugiarto and Sitinjak, 2004, p4)

C. Brand Awareness

Aaker (1996) defined that the first step to establish company brand equity is to create it. Brand awareness depends on how good the product has been recalled by the customer (Keller, 1993). Durianto, et,al (2004) defined that the level of brand awareness are as follows:

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1. Top of Mind
    A brand that has come up first on the consumers' mind relating to a certain product.
2. Brand recall
    When the consumers would recognize automatically upon a certain product offered.
3. Brand recognition
    When consumers apparently do not recognize the product at all at the beginning, but they would recognize it when the product was reintroduced.
4. Unaware of brand
    When the consumer does not know anything about the product offered. It means that the consumer is not aware about the availability of the product.

D. Brand Asociation

Brand association is all impression about a certain product has come up from the mind of the customer. It indicates that different customers will have different ideas upon the same product. Though, a customer will have a different impression upon the product / brand, it is depending on how often the customer has been using the related brand. A chain of brand associated will create a brand image.

E. Brand Perceived Quality

Brand perceived quality is the perception of a customer upon the quality of product brand. Quality perception has an important role to build up a brand and to give information about customer perception upon the quality of the brand. Product refers to product performance, product characteristics, trustworthy, product efficacy, ability to provide a service and quality of the product. In regard to this context, perception about the quality has become an important role to satisfy the customer.

F. Brand Loyalty

Brand loyalty is an important factor of brand equity. A loyal customer to a certain product is not going to be influenced easily to change the product with the other product.: In relation with brand loyalty, brand loyalty has been classified as follows:

1. **Switcher** is a group of the customers that does not care about product branded, as they like using different products from time to time. The reason why they change the brand because they do not satisfy with a certain brand, price, model and other factors.
2. **Habitual buyer** is a group which is very loyal to a certain brand where their loyalty is not only because of their satisfaction, habitual and proud the product, but they have never been disappointed by a certain brand accordingly. They have been purchasing the product habitually, but once they have encountered a better product they would surely change it.
3. **Satisfied buyer due to changing cost** is a group of the consumers that has been satisfied by a particular brand. They are quite a loyal customers, but their loyalty is not according to the proud or habitual of the particular brand but because of their consideration about profit and loss or the cost to change the product.
4. **Liking the brand** is a group of customers that has not disclosed their satisfaction to other people, they have kept it for themselves and become closed to the brand itself.
5. **Committed buyer** is a loyal customer. They have their own pride to use the particular brand and even more, the brand has become a very important thing for them refers to its function and people will recognize who they really are. At this stage, one of the actualization of buyers loyalty is they will recommend and promote the related brand to other people.

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RESEARCH METHODOLOGY

A. Sampling method

Total sampling has been applying Bernoul Calculation (Gunawan, 2006: 40-41) Bernoul Formulation:

$$N \geq \frac{[z^{\alpha}/_2]^2 \, p.q}{e^2}$$

$$\frac{[1,96]^2 \, 0,5 \, .0,5}{0,01} = 96,64 \approx 97$$

where:
α = 5% or 0,05 accuracy level
Z = Normal distribution standard value.
p = 0,5 rejected probability
q = 0,5 accepted probability
e = 0,5 error level
N = Total sampling required.

Result of the calculation is N=96.64 or 97. 97 total sampling is the minimum one to be in compliance with data validity, therefore 100 respondent should have to be obtained.

Sampling technique has applied convenience sampling refers to the elements availability and the easier way to get it.

B. Execution method and data analysis

1. Descriptive Analysis

Descriptive analysis is an analysis relating to data collection and a cluster of data to provide a significant information. Descriptive analysis has applied SPSS software 17.00 to identify a mean score of the respondents reply and one way annova test to identify the difference between satisfaction and commitment of the employees based on the respondent characteristics refers to their age classification, gender, education background, and the working time.

2. Brand Equity Analysis

The research has been applying four factors of brand equity.

a. Brand Awareness

Data processing has input all the result of the questionnaires to obtain the brand awareness refers to Top of mind, brand recall, brand recognition and unaware brand.

b. Brand Association

Cochran test has been applied to evaluate the significant relationship of every applicable association upon a certain brand. The association correlation could create a brand image of the related brand.

H_0 : All association has been correlated.
H_1 : All association has not been correlated.

c. Perceived Quality

Perceived Quality has applied the Importance Performance Analysis (IPA) to process the related data. Performance comparison has been applied to measure the performance of related brand using controlled variables based on the perception of the respondents. The Comparison Analysis of the Importance has been applied to identify the expectation of the related respondent with the controlled variables.

d. Brand Loyalty

Brand loyalty has been calculating the average of each step brand loyalty.

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RESULT AND DESCRIPTION

A. Primary Test Result

1. Reliability Test Result upon Brand Association.

Brand Association is all the impression of the person coming up to a related particular brand. Various brand association which has been interrelated will create brand image.

Associated to Flexi operator
a. Strong signal.
b. Broad signal coverage
c. Many products to choose
d. Affordable price
e. Economical product
f. Segmentation covers all class.
g. CDMA operators are from Telkom.
h. The product has a colorful logo.
i. Operators have their own community.

Associated to Esia operator:
a. Strong signal
b. broad Signal coverage
c. Many products to choose.
d. Affordable price
e. Economical product
f. Segmentation covers all class.
g. CDMA operators are from Bakrie telecom.
h. The product has a green logo.

Reliability test has indicated that brand association has the value of r calculated = 0.7098 and r table (0.05) = 0.361 refers to r calculated > r table , the conclusion of all the associations that are going to be evaluated is reliable.

### 2. Primary Test of Perceived Quality

Perceived Quality could be defined as the customer perception upon the quality or the efficacy of the related product or service that is in line with the expectation of the customers. Primary Test of Perceived Quality has been applying Person method to test its validity.

Perceived Quality attributes to be tested as follows:
a. Signal strength
b. broad signal coverage
c. Complete features of the handphone.
d. Everlasting products.
e. Products promotion
f. Counter services.

Validity test to analyze perceived quality upon all the aforementioned attributes is r calculated > r table within the trustworthy range of 95%, except on the features attribute of the handphone. Based on the reliability test, alpha cronbach upon the performance of quality perception is 0.738 and value of the importance of quality perception is 0.822.

## B. Respondent Characteristics.
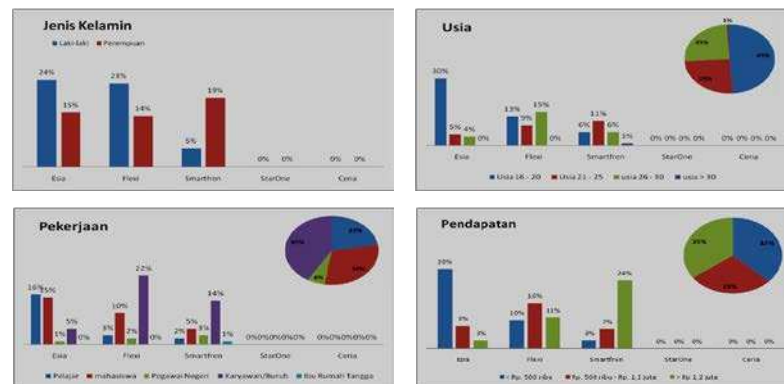
Picture1
Respondent characteristics based on gender, age, job and income as well as the percentage of CDMA operators applied refers to the respondent characteristics.

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C. Brand Awareness Analysis

Aaker (1996), brand awareness measurement has been based on the understanding about brand awareness covering Top of Mind, brand recall and brand recognition.

1. Top of Mind

Top of mind has identified the first brand recognized by the customers when they have been offered a question about a certain category of the product.
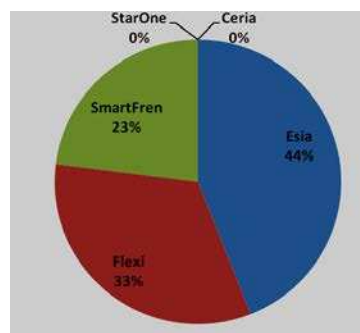
Picture 2. Top of Mind of Operator CDMA user
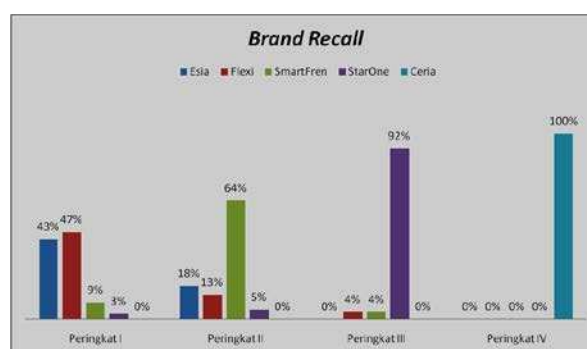
Picture 3. Brand recall of CDMA operator user

The pictures have indicated that the most recognizable product is Esia (44%), and it is concluded that Esia has taken the market of CDMA operators in Bogor.

2. Brand Recall

Brand recall has described what kind of brands have been recalled by the customer when the first brand being introduced. Data processing of this research based on brand recall could be identified on picture 3. Picture 3 has indicated Flexi having the highest level at the first ranking which is 47%, the second level is Smartfren which is 64%, the third level is Staron which is 92% and the fourth one is Ceria which is 100%. Esia has not been included within brand recall category since it has not obtained yet a high value of brand recall at every level, because an ideal level of brand recall analysis is the lowest one as the lowest related brand is the product that had been indicated by the respondent for the first time which has become the top of mind.

3. Brand Recognition

Brand recognition is a measurement about respondents' brand awareness where their awareness has been measured by offering aided questions mentioning the characteristics of the related branded products.

Data obtained which is based on the questionnaires distributed to the respondents has explained that all the respondents have recognized Flexi and Esia, so that both

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products have been providing good brand recognition accordingly, refers to 100 respondents do not need to be reminded about Flexi and Esia in Bogor.

4. Unaware Brand

The table aforementioned has indicated that all of them are the respondents of Flexi and Esia. Both products have been able to promote their product properly resulting 100 respondents which is 0% value or all them has recognized either Flexi or Esia obviously.

D. Brand Association Analysis

Brand association is something relating to the memory about a certain brand. The related 8 associations have been proving their quality, and have been tested by applying Cochran Test. The associations which have been tested are as follows:

Associations at Flexi operator
1. Strong signal
2. Broad signal coverage
3. A lot of products chosen
4. Product pricing is affordable.
5. Economical products
6. Segmentation has covered many classes.
7. CDMA operators are from Telkom
8. Product has a colourful logo
9. Operators have their own community.

Association at Esia operator
1. Strong signal
2. Broad signal coverage
3. A lot of products chosen
4. Product pricing is affordable
5. Economical products
6. Segmentation has covered many classes
7. CDMA operators are from Bakrie Telecom
8. Product has a green logo.

Result of Brand Association calculation of either Flexi or Esia has identified on Table 2 and 3.

Table 2. Calculation of Flexi Brand Association.

Atribut Asosiasi	Dr	χ^2 Tabel	Q	Keterangan
all association	8	15.507	127.441	Qcalculated $> \chi^2$ Tabel $\rightarrow$ H$_0$ rejected
except no.9	7	14.067	41.725	Qcalculated $> \chi^2$ Tabel $\rightarrow$ H$_0$ rejected
except no. 9 and no.6	6	12,592	22,105	Qcalculated $> \chi^2$ Tabel $\rightarrow$ H$_0$ rejected
Except no. 9,6,3	5	11.07	4	Qcalculated $> \chi^2$ Tabel $\rightarrow$ H$_0$ accepted

Based on table 2, the associations which have become brand image of Flexi are the attribute 1, 2, 4, 5, 7 and 8.

Table 3. Calculation of Esia Brand Association.

Atribut Asosiasi	Dr	χ^2 Tabel	Q	Keterangan
all associations	7	14.067	105.46	Qcalculated$> \chi^2$ Tabel – Ho rejected
except no.6	6	12.592	35	Qcalculated $> \chi^2$ Tabel – Ho rejected
Except no.6 and 3	5	11.07	30	Qcalculated$> \chi^2$ Tabel – Ho rejected
Except no.6, 3 and 2	4	9.488	2.476	Qcalculated$> \chi^2$ Tabel – Ho accepted

Table 3 has indicated the associations that have become brand image of Esia are no. 1, 4, 5, 7, and 8.

E. Perceived Quality Analysis

Perceived Quality is the perception of the customer upon the quality of the product branded. Measuring a perception of a quality is to measure the perception of the customers upon the overall quality attached to the product.

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1. **The Performance and The Importance Analysis**

   100 selected respondents as the samples have been required to give an evaluation about the performance and the importance of Flexi and Esia product upon the following quality variables:
   a. Strong signal
   b. Broad signal coverage
   c. handphone features
   d. long-lasting product.
   e. product promotion
   f. counters service

Scale range of the performance
a. 1,0 – 1,8   The worst
b. 1,8 – 2,6   Bad
c. 2,6 – 3,4   Average
d. 3,4 – 4,2   Good
e. 4,2 – 5,0   The best

Scale range of the importance
a. 1,0 – 1,8   The most unimportant
b. 1,8 – 2,6   Not important
c. 2,6 – 3,4   ordinary
d. 3,4 – 4,2   Important
e. 4,2 – 5,0   The most important

The result of performance and importance analysis about the perceived quality upon Flexi and Esia has been indicated in the cartesius diagram on picture 4 and 5.
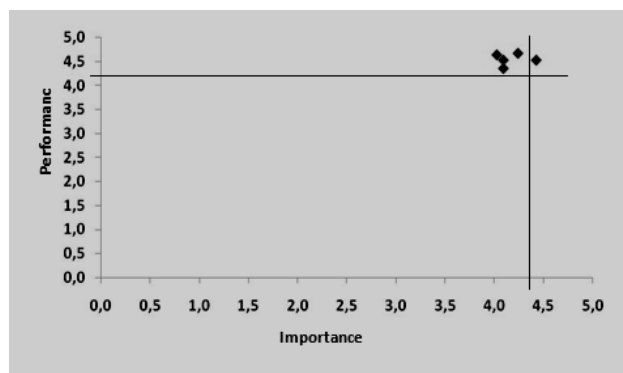
Picture 5 Diagram of Performance
and Importance of Esia
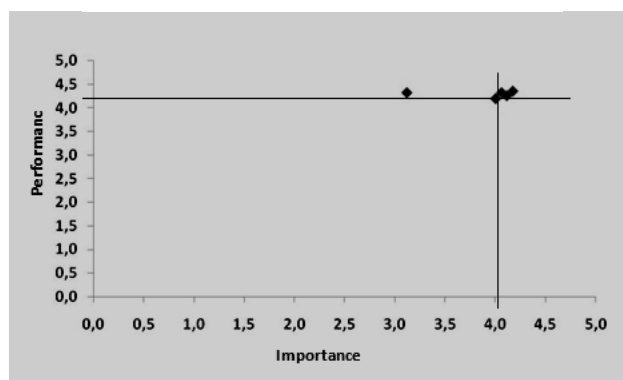
Picture 4. Diagram of Performance
and Importance of Flexi

Picture 4, performance of Flexi product promotion is within the mean scale (2.60 – 3.40), the importance of Flexi product promotion is within the most important scale (4.20 – 5.00) which is the promotion of Flexi needs to be improved, but the attributes of

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performance and importance of perceived product are within good/important scale (3.40 – 4.20) and within

Picture 5 indicates the performance of perceived quality of Esia operator refers to all the attributes of Esia operator which is within a good scale (3.40 – 4.2) and very good (4.20 – 5.00). Picture 5 indicates that the importance of perceived quality of Esia operator refers to all its attributes are within the important scale (3.40 – 4.20) and the most important level (4.20 – 5.00). The performance and the importance of all the attributes of Esia operators are very good.

2. **Brand Loyalty Analysis**

Brand loyalty is a measurement about the customers who have been connected by a certain of the brand. This measurement has been providing a big picture about the probability of customers that could change their interest to another product. Brand Loyalty Analysis has covered switcher analysis, habitual buyer analysis, satisfied buyer analysis, liking the brand analysis and committed buyer analysis.

a. **Switcher Analysis**

A Switcher is a sensitive customer upon the price changes so that he/she has been put at the lowest level of loyalties range. The respondents who are considered as the switchers are the ones who has replied 'once' and 'very often'. Table 4 and 5 have indicated the calculation of the switcher upon Flexi and Esia.

Table 4. Calculation of Flexi switcher analysis

reply	F	X	F.X	X^2	$F.X^2$	%
never,never been	3	1	4	1	4	8.823
never	25	2	50	4	200	73.529
neutral	3	3	9	9	27	8.823
once in a while	3	4	12	16	48	8.823
very often	0	5	0	25	0	0
Total	34		75		279	100

$$Rata - rata = \frac{75}{34} = 2.205$$
$$Switcher = \frac{3}{34} \times 100\% = 8.823\%$$

Table 5. Calculation of Esia switcher analysis

Reply	F	X	F.X	X^2	$F.X^2$	%
Never never been	8	1	8	1	8	19,047
never	20	2	40	4	160	47,619
Neutral	2	3	6	9	18	4,761
once in a while	2	4	8	16	32	4,761
very often	0	5	0	25	0	0
Total	42		62		218	100

$$Rata - rata = \frac{62}{42} = 1,476$$
$$Switcher = \frac{2}{42} \times 100\% = 4.76\%$$

Range of the scale that has been applied to analyze the switchers as follow :
1. 1,00 – 1,80 = the worst
2. 1,80 – 2,60 = bad
3. 2,60 – 3,40 = sufficient
4. 3,40 – 4,20 = good
5. 4,20 – 5,00 = very good

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Table 4. At average the respondents of Flexi has switched to another products once in a while due to the price factor. The Flexi respondents that are very sensitive to the price are 3 persons (8.923%). It explains that the mean value of the switchers is 2.205 which is in a bad category. Nevertheless, the Esia respondents which is quite sensitive upon the price factor is only 2 persons (4.7 Table 5, the average of Esia respondents who have switched to another product is 1.476 which is at the worst category.

b. Habitual Buyer Analysis

Habitual Buyer has been calculated based on the answers of the questionnaires refers to 'agree and most agree'.
Table 6 and 7 is the calculation of Habitual Buyer of Flexi and Esia.

Table 6. Calculation of Habitual Buyer Analysis of Flexi.

Reply	F	X	F.X	X^2	$F.X^2$	%
Most disagree	1	1	1	1	1	2,941
never	12	2	24	4	48	35,294
neutral	0	3	0	9	0	0
agree	21	4	84	16	336	61,764
most agree	0	5	0	25	0	0
Total	34		110		385	100

$$Rata - rata = \frac{110}{34} = 3,235$$
$$Habitual\ buyer = \frac{21}{34}\ x\ 100\% = 61,76\%$$

Table 7. Calculation of Habitual Buyer Analysis of Esia

Jawab	F	X	F.X	X^2	$F.X^2$	%
Most disagree	1	1	1	1	1	2,380
never	8	2	16	4	32	19,047
neutral	1	3	3	9	9	2,380
agree	32	4	128	16	512	76,190
most agree	0	5	0	25	0	0
Total	42		148		554	100

$$Rata - rata = \frac{148}{42} = 3,523$$
$$Habitual\ buyer = \frac{32}{42}\ x\ 100\% = 76,19\%$$

Table 6, mostly the respondents agree that the decision to buy Flexi product refers to their habits to buy, but 21 persons (61.76%) are obviously buying the product because they are really used to buying it. Mean value refers to habitual buyers classification (3.235) which is within a sufficient category (range 2.60 – 3.40). Table 7, mostly the respondents agree to buy Esia because they are used to buying it, 32 persons who are obviously used to buying it. Mean value of habitual buyer classification is 3.523 which is in a good category (range 3.40 – 4.20)

c. Satisfied Buyer Analysis

The calculation of satisfied buyer is referring to the answer of 'satisfied and most satisfied'. Table 8 and 9 have indicated the calculation of satisfied buyer upon Flexi and Esia.

Table 8 has indicated the satisfied respondents upon Flexi refers to their replies in average. But there are only 33 persons who are satisfy with it Mean value which is included in the classification of satisfied buyer (4) it is within a good

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category (range 3.40 – 4.20). Table 9 has indicated that the most respondents are satisfied with Flexi refers to their answer in average. Mean value is within the classification of satisfied buyer is 4.071 explains that it is in a good category (range 3.40 – 4.20).

Table 8. Result of the calculation of satisfied buyer analysis of Flexi.

Jawab	F	X	F.X	X^2	$F.X^2$	%
Not satisfied very much	0	1	0	1	0	0
not satisfied	0	2	0	4	0	0
neutral	1	3	3	9	9	2,941
satisfied	32	4	128	16	512	94,117
satisfied very much .	1	5	5	25	25	2,941
Total	34		136		546	100

$$Rata - rata = \frac{136}{34} = 4$$
$$statisfied\ buyer = \frac{32}{34}\ x\ 100\% = 94,117\%$$

Table 9. Result of the calculation of satisfied buyer analysis of Esia.

Jawab	F	X	F.X	X^2	$F.X^2$	%
Not satisfied very much	0	1	0	1	0	0
not satisfied	0	2	0	4	0	0
neutral	0	3	0	9	0	0
satisfied	39	4	156	16	624	92,857
satisfied very much .	3	5	15	25	75	7,142
Total	42		171		699	100

$$Rata - rata = \frac{171}{42} = 4,071$$
$$statisfied\ buyer = \frac{42}{42}\ x\ 100\% = 100\%$$

d.   **Liking the Brand Analysis**
        The Calculation about 'Liking the brand' based on'like' and 'dislike' answers. Table 10, mostly the respondents agree to be fond of Flexi refers to their reply. 29 persons (85.294%) have been agreed with. Mean value which is within the classification of liking the brand (3.79) is within a good category (range 3.40 – 4.20).

Table 10. Calculation of 'liking the brand' analysis of Flexi.

Jawab	F	X	F.X	X^2	$F.X^2$	%
Not satisfied very much.	0	1	0	1	0	0
Not satisfied.	2	2	4	4	8	5,882
Neutral	3	3	9	9	27	8,823
Satisfied	29	4	116	16	464	85,294
Satisfied very much	0	5	0	25	0	0
Total	34		129		499	100

$$Rata - rata = \frac{129}{34} = 3,79$$
$$Liking\ the\ brand = \frac{29}{34}\ x\ 100\% = 85,294\%$$

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Table 11. Result Calculation of 'liking the brand' analysis of Esia

Jawab	F	X	F.X	X^2	$F.X^2$	%
No satisfied very much	0	1	0	1	0	0
Not satisfied	0	2	0	4	0	0
Neutral	1	3	3	9	9	2,380
Satisfied	34	4	136	16	544	80,952
Satisfied very much	7	5	35	25	175	16,666
Total	42		174		728	100

$$Rata - rata = \frac{175}{42} = 4,16$$

$$Liking\ the\ brand = \frac{41}{42}\ x\ 100\% = 97,619\%$$

Table 11, mostly the respondents agree that they like Esia refers to their reply in average. 41 persons (97.619%) like the product. Mean value which is in the classification of liking the brand (4.16) is in a good category (range 3.40 – 4.20)

e. Committed Buyer Analysis

The calculation of committed buyers based on their reply refers to 'very often and 'always': Table 12 and 13 have indicated the calculation of committed buyer upon Flexi and Esia:

Table 12. Calculation of committed buyer analysis.

Jawab	F	X	F.X	X^2	$F.X^2$	%
Never never use it	0	1	0	1	0	0
Tidak pernah never	1	2	2	4	4	2,941
not very often	21	3	63	9	189	61,674
very often	6	4	24	16	96	17,647
always	6	5	30	25	150	17,647
Total	34		119		439	100

$$Rata - rata = \frac{119}{34} = 3,5$$

$$Commited\ Buyer = \frac{12}{34}\ x\ 100\% = 35,294\%$$

Table 12, mostly the respondents have declared not very often to suggest or to promote Flexi. 12 persons (35.294 %) are committed buyers. Mean value of committed buyer (3.5) which is in a good category (range 3.40 – 4.20)

Table 13. Calculation of committed buyer analysis upon Esia product/brand

Jawab	F	X	F.X	X^2	$F.X^2$	%
Never never use it	0	1	0	1	0	0
never	2	2	4	4	8	4,761
not very often	21	3	63	9	189	50
Very often	12	4	48	16	192	28,571
Always	7	5	35	25	175	16,666
Total	42		150		564	100

$$Rata - rata = \frac{150}{42} = 3,5$$

$$Commited\ Buyer = \frac{19}{42}\ x\ 100\% = 45,238\%$$

Table 13, 50% respondents of Esia users have not very often been promoting or suggesting to use Esia. 19 persons (45.238%) are committed buyer. Mean value

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which is in the category of committed buyer (3.57) is in a good category (range 3.40 – 4.20)

After calculating all the elements of brand loyalty, a united brand loyalty pyramid has been defined to summarize it. Pyramid has indicated ideal which is the triangle is upside down. The comparison of brand loyalty upon Flexi and Esia has been indicated on the following picture.

35,29%	*Commited Buyer*	45,26%	
85,29%	*Liking The Brand*	97,12%	
97,06%	*Satisfaction Buyer*	100%	
61,76%	*Habitual Buyer*	76,19%	
8,82%	*Switcher*	4,76%	

Flexi   **Esia**

Picture 6. Brand Loyality Flexi dan Esia

Picture 6 has indicated that either Flexi or Esia is sufficient because the pyramid has become bigger and bigger upward, but at the level of committed buyer has been becoming smaller. In this case committed buyer is a considerable problem to solve to be able to create an ideal pyramid Esia brand loyalty has been better at every level of brand loyalty pyramid, it explains that the analysis of Esia product brand loyalty has been bigger than Flexi refers to the aforementioned brand loyalty pyramid.

CONCLUSION AND SUGGESTIONS

A. Conclusion

1. Brand awareness analysis between Flexi and Esia in Bogor which is :
   a. Top of mind analysis, Esia (44%) is higher than Flexi (33%)
   b. Brand recall analysis, Flexi (47%) is higher than Esia (41%)
   c. Brand recognition analysis, no one requires any help to recognize Flexi and Esia.
   d. Brand unaware analysis , no respondents do not recognize Flexi and Esia.
2. Brand association analysis has discovered that Flexi brand image has been created due to strong signal, broad signal coverage, affordable price, economical product, colourful logo, CDMA operators are from Telkom Esia brand image refers to strong signal, green logo of the product, economical product, CDMA operators are from Bakrie Telkom and affordable price.
3. Perceived Quality Analysis:
   a. **Flexi** : Performance of product promotion is within the average of the scale (2.60 – 3.40), and the importance of product promotion is within the most important range of the scale (4.20 – 5.00) it explains that Flexi product should have to be improved accordingly.
   b. **Esia** : Performance of all the attributes is within a good range of the scale (3.40 – 4.20) and very good (4.20 – 5.00), the importance of all the attributes of Esia is within in an important range of the scale(3.40 – 4.20) and the most important range (4.20 – 5.00). It explains that the Performance and the Importance of all the attributes of Esia operators are good.

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    c.   The analysis of perceived quality of Esia is better than Flexi. Cartesius diagram of Flexi has indicated the performance of promotion variable is within the low quadrant which is it has to be improved accordingly.

4.   The analysis of brand loyalty which is either Flexi or Esia has indicated that beginning from the brand loyalty up to the liking the brand are good, but the respondents refer to committed buyer are still below 50% because they have been asking somebody else to promote and to suggest the product they use Respondents who have been using either Flexi or Esia have not committed yet upon the product they use.

B. Suggestions

1.   Flexi and Esia should have to keep their own brand image accordingly since they have their own characteristics, so that they could be able to be better than other CDMA products.
2.   The promotion of Flexi product which is according to the analysis of the Performance and the Importance of brand promotion, it should have to be improved refers to the users perception of CDMA operators.
3.   Flexi and Esia need to improve their good brand image because according to the analysis of brand loyalty at the level of committed buyer, the respondents have not committed yet to the product they have been using currently.

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