

MEASUREMENT OF BRAND ATTITUDE IN IMPROVING CONSUMER LOYALTY IN NIAR CHIPS BUSINESS IN BONE DISTRICT

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Abstract

Brand attitude becomes one of the important factors in understanding consumer perception and loyalty towards a brand. In the midst of increasingly fierce competition, measuring brand attitude has become one of the keys to understanding consumer attitudes towards a brand or brand attitude. This research aims to develop an effective brand attitude measurement model to enhance consumer loyalty for Keripik Niar. This research uses the research and development (R&D) method with the 4D model, which consists of four stages: define, design, develop, and disseminate. Data collection activities were carried out through observation, interviews, and documentation. The data analysis technique uses qualitative descriptive analysis techniques. The research results show that the brand attitude measurement model using the 4D model approach is effective in depicting consumer attitudes towards Keripik Niar through four indicators: brand trust, brand love, brand reliability, and purchase tendency due to the brand. This model helps business owners understand consumer needs and expectations, thereby enhancing brand image and consumer loyalty.

Keywords: Brand attitude, Measurement, Consumer Loyalty.

INTRODUCTION

The current era of globalization, which continues to develop, marked by the rapid advancement of technology and information, has intensified competition in the business world. The emergence of intense competition has compelled every business and company to innovate in responding to and determining strategies for competing. The business environment is very dynamic and has the greatest uncertainty. The increasingly challenging business climate, such as in the current food industry, makes it possible for both new and established company management to respond to market challenges and seize market opportunities within the competitive structure of both the present and the future (Aziz, 2020).

The snack food industry in Indonesia has experienced rapid growth in recent years. This is driven by the increasing interest of the public in practical, delicious, and easily accessible snack products. Snacks are no longer just a necessity to curb hunger, but also an important part of modern lifestyle. Many people consume them while relaxing, gathering with family, or even as companions while working and studying. The diversity of snack products that continues meeting the needs and tastes of increasingly diverse consumers (Roberta Heni et al. 2023).

According to data from the Central Statistics Agency (BPS) in 2022, there were more than 11,223 culinary businesses in Indonesia, including snack food businesses. This data shows that this sector has significant economic opportunities while also creating intense competition among business operators. The high demand for snacks drives entrepreneurs to present high-quality, unique products that align with consumer preferences.

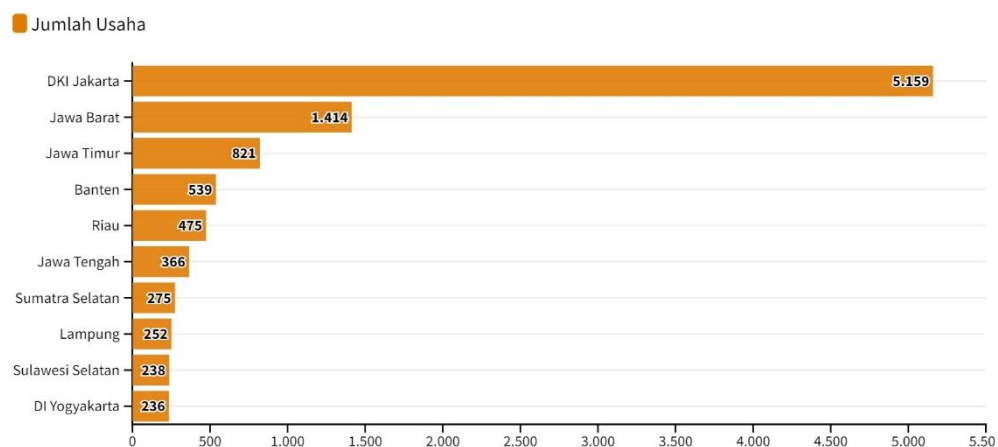


Figure 1.1 Provinces with the most culinary businesses.

Source: Central Statistics Agency, 2022

South Sulawesi is an industrial processing sector, including snacks, that plays an important role in the regional economy. Recent studies show that this sector does not stand alone, but also has close ties with other sectors such as agriculture, distribution, and trade. This shows that the presence of the processing industry, particularly snacks, is capable of driving economic growth.

overall in the region. In addition, this industry also makes a significant contribution to the regional gross domestic product, creates jobs, and improves the welfare of the local community (Kurniasih, 2014).

Bone Regency is one of the regions in South Sulawesi, contributing to the snack food industry. One

of the MSMEs that has developed in this region is Keripik Niar. Established in 2017, Keripik Niar produces various types of snacks such as hidden peanuts, spicy crackers, mini jalangkote crackers, and long bean crackers. However, with the increasingly tight competition in both the local and regional markets, Keripik Niar needs to continue innovating to maintain its competitiveness. Understanding consumer attitudes towards the brand (brand attitude) becomes very important for small businesses like Keripik Niar. Brand attitude can help this business understand consumer needs, increase customer loyalty, and create added value for its brand.

A consumer's attitude in choosing a product is certainly initiated by a physical attraction to the product. Although a person's attitude cannot be expressed in words, it can be inferred from the way they act. Attitude is the tendency to react favorably or unfavorably towards something or a series of objects over time (Fajri, 2022). Attitudes do not stand alone, where attitudes are closely interconnected with one another to form more complex attitudes. Because attitudes group together to form a structure, attitudes tend to show accuracy over time. Attitudes can also be learned. Attitudes develop from a person's experiences with their environment, such as information from friends, sellers, or the mass media. Attitudes also stem from direct and indirect experiences. Because attitudes are learned, they tend to be stronger or at least more difficult to change (Yurindera 2020).

The phenomenon of brand attitude according to (Esmaeilpour and Bahmiary 2017) shows that consumers today are becoming increasingly critical and selective in choosing brands. Brands that can adapt to the latest trends and developments and build a positive brand attitude will find it easier to achieve long-term success. The research was clarified by Fajri (2022), who found that attitude influences purchase decisions by 60.8%. The research conducted by Lestari (2023) shows that brand attitude tends to focus on global brands or those that are already well-known with large marketing budgets and strong branding strategies.

Additionally, the "Consumer Trends 2024" report shows that consumers are now more cautious in making purchases due to economic uncertainty and global conflicts. The report emphasizes the importance of brand experience, quality, and trust in shaping a positive brand attitude, which can fundamentally drive consumer loyalty and purchase intent.

Brand attitude has become one of the most researched constructs in consumer behavior. Brand attitude is driven by familiarity and trust in a brand, the more significant their familiarity and trust, the greater the expected purchase intention (Ramesh, 2019). If the brand performs well, customers will feel satisfied and they will create a positive attitude and eventually develop loyalty with consistently good brand performance. Brand attitude reveals consumer preferences and serves as a useful indicator of consumers' tendency to purchase products and brand loyalty. Brand attitude refers to the overall evaluation of a brand, requiring cognition and adjustment that result in behavioral intentions (Hashem et al. 2023).

The measurement of brand attitude according to Paul C.S. et al. (2011;471) is built on 4 main indicators, namely brand trust, brand love, brand reliability, and the tendency to purchase products because of the brand. The four indicators are a combination of cognitive components (trust and reliability) and affective components (love and purchase tendency) in brand attitude.

Brand trust is generated from a cognitive process based on real experiences with the product. Brand trust will provide value to consumers to increase their purchases repeatedly, which will trigger consumer loyalty to the brand they consume and recommend it to others. Thus, consumers who have trust in a certain

brand and have their needs met are likely to develop a love for that brand because it involves deep emotional aspects. The positive relationship between consumers and brands can generate long-term loyalty. Moreover, non-disappointing brand indicators strengthen this relationship through consistent performance and ultimately result in a tendency to purchase products because of the brand. Consumers will prefer brands that they already trust and love (Rahayu and Harsono 2018).

Brand attitude can be measured through the statements it provides regarding marketing stimuli or certain objects. But it is acknowledged that because these statements reflect subjective opinions, especially when involving many individuals, the obtained measurement results must be considered as relative values. The implementation is that the measurement results can only be expressed as the tendency of consumers (respondents) in responding to stimuli (Solomon 2022).

In measuring brand attitude, a model is needed to build theory through a clear depiction of the related variables and the influence of these variables, which illustrate and express a theory and present a cohesive view. In addition, the brand attitude measurement model is useful for facilitating the understanding of concepts and consumer behavior. Therefore, there are several models for measuring brand attitude, including the Tri-Component Attitude Model, the Fishbein Multi-Attribute Model, and the Ideal Point Model (Widayanti 2019).

The tri-component attitude model is one of several attitude models. This model is most commonly used to explain brand attitude towards an object, including products, brands, or services. This model focuses on precisely determining the composition of attitudes with the aim of explaining and predicting behavior. Three elements come together to form consumer attitudes towards a product: beliefs (cognitive), feelings (affective), and behavioral intentions (conative). The Tri-Component Model provides a comprehensive framework for measuring brand attitude by analyzing consumer beliefs, emotions, and behavioral tendencies. Its application can provide a more comprehensive insight into how consumers interact with and respond to a brand.

Based on the cognitive and affective components of the tri-component attitude model, most research has been conducted on established companies, such as electronic products, where the market and consumers are relatively more established and have a strong understanding of those brands. However, there is still a research gap regarding the measurement of brand attitude in SMEs, especially in sectors such as food and beverages, textiles, or other SMEs that face different challenges in building and maintaining brand loyalty in a more dynamic and less structured market (Santoso 2021).

Multi-attribute Model Fishbein is one of the measurement models used by consumer researchers. The Fishbein multi-attribute model consists of three models: the attitude toward-object model, the attitude toward-behavior model, and the theory of reasoned-action model. However, this model only focuses on product attributes rationally, such as quality, price, or functionality. (Selvia 2023).

Another attitude model that is often used is the Ideal Point Model. This model provides information about consumer attitudes towards a product's brand while also providing information about the ideal brand perceived from a product. Attitude has four functions for an individual, namely the adjustment function, ego-defensive function, value-expressive function, and knowledge function (Ariza, 2016).

The approach to measuring brand attitude mostly starts from a review of two main components, namely cognitive and affective. The cognitive component is indicated by the beliefs, trust, or knowledge of consumers regarding certain attributes or the object as a whole, while the affective component is known through emotional reactions or statements about consumers' feelings (Schivinski et al. 2020).

Measuring brand attitude is very important for SMEs like Keripik Niar because it helps in identifying consumer perceptions and increasing consumer loyalty. Loyalty is a condition where customers have a positive attitude towards a brand, are committed to that brand, and intend to continue their purchases in the future. A positive attitude towards a brand and consumer satisfaction based on brand attitude will later make consumers more confident in the product and ignore offers of other products or remain loyal to the product they use. To achieve consumer loyalty, companies need to implement the right marketing strategies to influence the brand attitude of consumers who use their products.

The study conducted by (Radiansyah et al., 2021) confirmed that brand attitude has a positive effect on consumer loyalty, where brand attitude is the consumer's evaluation of the brand they have purchased. So, it can be concluded that brand attitude plays an important role in increasing consumer loyalty.

Consumer loyalty is formed when consumers are satisfied with the products they purchase and have repeated positive experiences. In the Keripik Niar business, consumer loyalty affects the sustainability and development of the business. Therefore, it is important for business owners to understand what consumers want and how their products can meet those expectations, which will ultimately strengthen consumer loyalty. Therefore, one way to identify consumer attitudes towards the Keripik Niar brand is through the development of the 4D model (Define, Design, Develop, Disseminate) in designing a brand attitude measurement model. The 4D model was chosen because it has a work procedure that refers to the stages of Research & Development (R&D) but is more systematic and straightforward, thus capable of producing an effective model.

RESEARCH METHOD

The form of research used is descriptive research through a qualitative approach. Qualitative research uses the research and development method. Research and development (R&D) is a research method used to produce new products or improve and develop existing products. In this research, a descriptive method is used, which is a method that describes and explains a situation related to attributes, beliefs, and attribute evaluations.

The development model applied by the researchers in this study is the 4D development model, which consists of four stages: define, design, develop, and disseminate (Maydiantoro 2021).



Figure 3.1. Stages of the 4D Development Model

Therefore, the method used in this research employs research and development (R&D), which is a method that is interconnected between one stage and another.

According to the 4D development model used by the researchers, there are 4 procedural stages in the development process, namely the define, design, develop, and disseminate stages. The details of the procedural stages of the 4D development model are as follows:

1. Stage of Definition (Define)

This first stage involves analytical activities aimed at defining the problem to be researched,

determining the research objectives, and identifying the necessary developments. At this stage, the researcher conducts in-depth interviews with business owners to understand the issues they face.

2. Design Phase

In this second stage, the activities involve formulating the concept of a brand attitude measurement model that will be used in the research by identifying the indicators to be used, namely brand trust, brand love, brand reliability, and purchase tendency due to the brand.

3. Development Stage (Develop)

This third stage involves the development of the brand attitude measurement model that was designed in the previous stage. At this stage, the researcher implements the brand attitude measurement model through surveys or interviews with Niar Chips consumers and evaluates the measurement results.

4. Dissemination Stage (Dissemination)

5. This final stage involves disseminating research findings and recommendations based on the results of the brand attitude measurement model.

Data analysis techniques in qualitative research are carried out from the moment of entering the field until the fieldwork is completed. The data is collected in the following ways:

1. In the data reduction stage, researchers are required to possess the ability to think sensitively with intelligence, finesse, and high insight.
2. The data presentation stage is directed so that the reduced data is organized, arranged in a relational pattern, making it easy to understand and plan the next research work.
3. The stage of drawing conclusions and verification, the drawing of conclusions in qualitative research is a new finding that has never existed before, the finding can be in the form of a description or depiction of an object that was previously unclear becoming clear for research.

RESULT AND DISCUSSION

The design of brand attitude measurement for Keripik Niar business is conducted to respond to the analysis of consumer needs and the business owner of Keripik Niar to enhance brand image and consumer loyalty through a deeper understanding of consumer perception towards the Keripik Niar brand using the 4D development model, which consists of four stages: define (definition stage), design (design stage), develop (development stage), disseminate (dissemination stage). The first step before designing the brand attitude measurement model is to conduct a needs analysis through interviews with the owner and loyal customers of Keripik Niar. From the interview results, it was found that there are several things that need to be considered to improve the brand attitude of Keripik Niar. One of the main findings is the consumers' need for clear information regarding the raw materials and the production process of Keripik Niar products. Consumers want to believe that this product uses high-quality, safe raw materials and is processed hygienically. In addition, consumers also expressed dissatisfaction with the inconsistent taste and the packaging, which was deemed unappealing.

Based on these findings, the researchers designed a brand attitude measurement by identifying four indicators, namely brand trust, brand love, brand reliability, and purchase inclination due to the brand. The Brand Trust indicator focuses on product credibility and brand reliability. This includes the consumers' desire to obtain complete information regarding the raw materials and hygienic production processes. The brand love indicator focuses on taste and positive memories that can create an emotional connection between consumers and the Keripik Niar brand. The indicator of a brand not

disappointing focuses on and emphasizes the importance of consistent taste and good packaging. Attractive, informative, and consumer-needs-oriented packaging can enhance satisfaction. The indicator of purchase tendency because the brand focuses on repeat purchases made by consumers and the consumers' desire to recommend Keripik Niar to others.

After designing the brand attitude measurement based on interview results and consumer needs analysis, this measurement was then validated by a marketing expert, in this case, an entrepreneurship lecturer. Based on the validation results by marketing experts, it was determined that this brand attitude measurement is already suitable for implementation.

The next step is to disseminate by presenting the brand attitude measurement to the owner of Keripik Niar. This presentation aims to provide an understanding of how to measure brand attitude towards the Keripik Niar brand. After that, an evaluation of the understanding and responses from the business owner is conducted through discussions and the feedback provided. Based on the results of the discussion and the feedback collected, this brand attitude measurement can be adjusted to the business conditions and more effective marketing strategies. The response from the business owners shows a good acceptance of the proposed model.

According to consumers, to maintain and improve brand attitude, Keripik Niar needs to focus on more effective marketing, innovation in product taste and texture, as well as more attractive packaging. This response serves as the foundation for developing strategies aimed at enhancing the image and loyalty of Keripik Niar consumers in the future.

This research aligns with the study titled "Connecting the dots between brand equity and brand loyalty for retailers: The mediating roles of brand attitudes and word-of-mouth communication" (Troiville 2024). This research highlights the relationship between brand equity and customer loyalty through brand attitude. This is in line with the Brand Attitude measurement model at Keripik Niar, which measures indicators of brand trust and purchase inclination due to the brand. The finding that brand attitude serves as a link between brand equity and customer loyalty underscores the importance of a deep understanding of consumer perceptions, which is also the core of the brand attitude measurement model for Niar Chips.

The research titled "Measuring Consumer Attitudes and Purchase Intentions Towards Skin Care Products Using Local Brand Image" (Dwitari and Kusdibyo 2019) shows that a positive consumer attitude towards a product, supported by a positive perception of the brand image, can increase purchase intentions. This is in line with the brand love indicators for Keripik Niar, such as positive memories due to the taste favored by consumers. Additionally, the indicator of purchase inclination due to the brand is also relevant to the finding that a positive attitude encourages repeat purchases and recommendations to others. In the brand attitude measurement model of Keripik Niar, building brand affection through taste, attractive packaging, and positive emotional experiences is key to driving purchase interest and loyalty.

The research titled Measurement of Consumer Awareness Towards the Suhita Honey Brand (Lestari et al. 2023) shows the importance of brand recognition in the minds of consumers. This is related to brand trust in the brand attitude measurement model for the Keripik Niar business. When consumers know and recognize the brand well, they will have more trust in the quality and safety of the product. In the case of Keripik Niar's business, it involves building trust through brand recognition, such as providing information related to raw materials and the production process.

Furthermore, the research titled Brand Experience to Predict Brand Attitude in Sporting Brand Consumers (Chandra and Keni, 2021) shows that positive experiences with a product can enhance consumers' overall attitude towards the brand. This is related to the indicators of brand love and the brand not disappointing in the Keripik Niar study. Consistency in taste, good packaging, and a pleasant consumer experience will create positive memories and increase consumer affection for the Keripik Niar brand. Thus, consumer experience becomes one of the important factors that need to be considered in the brand attitude measurement model.

Lastly, the research titled Consumer Attitudes towards Multi-Attribute Products of Domino Pizza with the Fishbein Method in Depok (Widayanti, 2019) emphasizes the importance of using appropriate product attributes to influence consumer attitudes in product selection. Attributes such as taste, texture, packaging, and price can be linked to indicators of purchase intention due to the brand on Keripik Niar. If these attributes meet consumer expectations, their tendency to repurchase and recommend the product will increase.

The final results of the research conducted by the researchers regarding the brand attitude measurement model in the Keripik Niar business show that this model can be applied to understand consumer perceptions and enhance consumer loyalty. The designed model has undergone validation by marketing experts and has been adjusted to meet consumer needs and expectations.

The design of a brand attitude measurement model is the process of creating an evaluation framework that can measure consumer perceptions of indicators such as brand trust, brand love, brand non-disappointment, and purchase inclination due to the brand. By understanding these indicators, businesses can enhance consumer loyalty.

This brand attitude measurement model is designed to provide in-depth insights into how consumers perceive the Niar Chips brand, in terms of quality, taste, packaging, and the information provided. By applying this model, it is hoped that Keripik Niar can continue to meet consumer needs while also strengthening its position as a sought-after product in the market.

CONCLUSION

Based on the research results as outlined in the previous chapter, the conclusion can be drawn as follows:

Measuring brand attitude in the Keripik Niar business can be an effective tool for evaluating consumer perceptions of the brand. The process of measuring brand attitude begins with conducting interviews with the owner and consumers of Keripik Niar, gathering feedback or ideas, then designing the measurement using indicators of brand trust, brand love, brand reliability, and purchase inclination due to the brand. After that, dissemination was carried out by presenting the brand attitude measurement to the owner of Keripik Niar, and it concluded with an evaluation of the measurement by the business owner. Nevertheless, this research has limitations in terms of a more in-depth analysis of external factors that can influence brand attitude, such as market competition, ever-changing trends, and broader socio-economic factors.

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