CUSTOMER PERCEPTION ANALYSIS ON PRODUCT BRAND IMAGE OF ROLAND KEYBOARD IN MANADO

ANALISIS PERSEPSI PELANGGAN TERHADAP CITRA MEREK ROLAND KEYBOARD DI MANADO

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Abstract: Customer Assessment analysis on Product Brand Image: Case of Roland Keyboard in Manado". Brand image is considered as one of the critical factors, which enables a company to be beneficial or disastrous. The way for interpreting its success or not depends on how the customers will look it. Keyboard is one of the major products that is usually used in music it is always improving based on technology development and customer satisfaction. Roland Keyboard is one of the musical products that has been used by Manado Society and of course has its customer assessments of this product.

Keywords: Product brand image, keyboard brand, customer perception

Abstrak: Analisis Penilaian Pelanggan Terhadap Citra Merek Produk: Kasus Keyboard Roland di Manado". Citra merek dianggap sebagai salah satu faktor penting, yang memungkinkan sebuah perusahaan menjadi menguntungkan atau merugikan. Cara menafsirkan keberhasilannya atau tidak tergantung pada bagaimana pelanggan akan melihatnya. Keyboard adalah salah satu produk utama yang biasanya digunakan dalam musik yang selalu ditingkatkan berdasarkan perkembangan teknologi dan kepuasan pelanggan. Roland Keyboard merupakan salah satu produk musik yang telah digunakan oleh Masyarakat Manado dan tentunya memiliki penilaian pelanggan terhadap produk ini

Kata Kunci : Citra merek produk, merek keyboard, persepsi pelanggan

INTRODUCTION

Research Background

A keyboardist regularly takes a major part in musical activities because even without a band, the keyboardists can play the sounds of other musical instruments, such as: guitar, bass, drum, violin, etc. In other words, the keyboard is a multifunctional instrument. A keyboard can also be played like a piano and it combines with modern technology to produce other instrumental sounds and produces other performance techniques. The keyboard also can be played like a whole band or just like an organ or piano and it is portable. The keyboard had become more sophisticated by its innovation features that expand the instrumental functions such as: Controller, Voice Adding, Midi Cable with various slots, Mini Studio Arrangement and it can be used to browse internet. This function could easilymake the player find references that can be used to expand their knowledge about music nowadays, learning new playing techniques, or can be used to download new songs. These days, music has become a very potential business market. Cassettes, CDs, DVDs, and Music Instruments such as drums, and piano, bass acoustic or electrical guitars are the products that are being used by bands, artists or anyone who desires to play and produce for the business itself.

With the positive development of Indonesian musicians in general and specially Manado musicians, as in this case being researched, the needs of musical instrumental performances are necessary and wanted. The keyboard is always improving based on technological developments and customer satisfaction. In Manado, more bands are being formed, whether it comes from a youth community, a Church, or students, all of these conditions create a good opportunity so investors in Manado, such as: Septim Music, Tom's and Manado Music.

Brand image is considered as one of the critical factors, which be able a business be beneficial or disastrous. The way for interpreting its success or not depends on how the customer will look at it. The researcher analyzed from those brand image variables to compose 7 scales of customer assessment that represent the performance of the variables themselves. This research is conducted by using Correspondence Analysis as the tool for analyzing a research. Correspondence Analysis is used here to measure the Customer Assessment on Keyboard brand imaging that is stimulated by 7 variables, which are: Price, Quality, Availability, Features, Service Performance, Popularity, and Usability.

Research Objective

The purpose of this research is to analyze which perceptions are strongly identified with the brand Roland Keyboard based on the 7 given variables of brand image assessed by the respondent in Manado.

THEORETICAL FRAMEWORK

Brand

Duncan (2002) stated that brand is a perception resulting from experiences with and information about, a company or a line of products. Further, Brands have names, reputation, life cycles, and personalities of their own; they may even compete with other brands from the same company (Barret, 1995).

Brand Image

Kotler (2003) described brand image as the set of beliefs held about a particular brand or a set of all associations, linked in the consumer's memory to a brand. Duncan (2002) defined brand images as an impression created by brand messages and experiences and assimilated into a perception through information processing.

Previous Research

Holehonnur, et a. (2009) explored customer equity from a consumer's perspective, examining the relative impact of the drivers of value equity and brand equity across two brands on purchase intention. The results show that quality and price–prestige relationships serve as drivers of value equity, whereas brand awareness and brand attitudes drive perceptions of overall brand equity.

Alwi., and Kitchen (2014) considered corporate brand image, focusing on cognitive and affective brand attributes in the context of business schools. While previous research on university or institutional branding has studied these elements separately via cognitive (e.g., service or educational quality attributes) or affective criteria (personality traits of the corporate brand), this study investigated them jointly through behavioral responses (leading to positive recommendations about the corporate brand). This is important because brand equity such as

positive word-of-mouth (or mouse) is derived from both attitudinal components, rather than being based on only one component. Drawing on an empirical survey of postgraduate (MBA) students from four business schools, the findings reveal that both cognitive and affective attitudinal components appear equally important in shaping corporate brand image. Further, when the mediating effect is investigated, interestingly, students' positive recommendations to schools depended largely on the affective (prestigious, adventurous, empathy and competence) rather than upon the cognitive brand attributes.

Opoku, et al. (2007) analysed web site brand communication by small to medium-sized enterprises (SMEs) in the restaurant franchise industry, using Aaker's brand personality dimensions. It shows how an SME can test its intended positioning against competitors. The findings are food SMEs are able to communicate brand personality by way of their web sites. The brands and the personality types are presented which clearly reveals the positioning of the competitors.
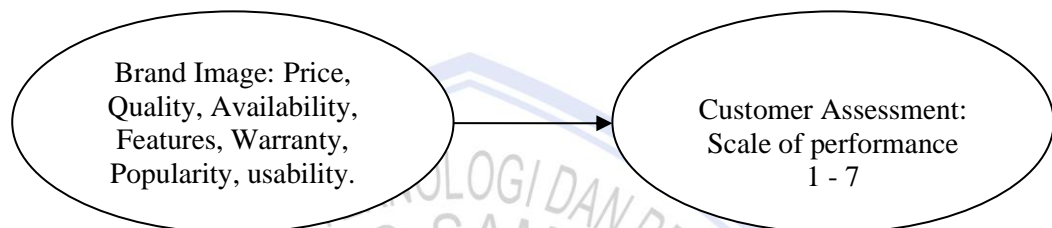
Conceptual Framework

FIGURE 1. Conceptual Framework
Source: Literature review, 2020

RESEARCH METHOD

Research Approach

All the data in this research is derived from primary data and secondary data. The primary data was directly collected from questionnaires and interviews.

Data Collection Method

As the type of research is a self-administered survey, data was collected through personally administered questionnaires. Structured questionnaires were designed in order to gain useful information from respondents. This data collection method was purposed as an efficient data collection mechanism that fit with the problems and objectives of this research.

Sampling Method

The population is all the community in Manado. A non-probability sampling is specified as a purposive sampling, which provided a judgment sampling that involve the choice of the subjects who are in the best position to provide the information required.

Research Design

The data analysis for this research was conducted with correspondence analysis. The primary objective of this research is to identify the Consumer Preference/Assessment on Product Brand Image in Manado; therefore, the correspondence analysis is considered the appropriate method.

RESULT AND DISCUSSION

Result
Correspondence Analysis Measurement and Analysis
Table 1. Absolute and Relative Contribution of Brand Image Stimuli of Roland Keyboard to each Dimension (Stimuli-Attributes case)

Assessment	Mass	Score in Dimension		Inertia	Contribution				
					Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
		1	2		1	2	1	2	Total
STRONGLY DISAGREE	.009	-1.018	.241	.025	.011	.001	.281	.007	.288
VERY DISAGREE	.017	-.917	1.921	.043	.018	.184	.264	.507	.771
DISAGREE	.060	-.762	1.413	.070	.044	.349	.388	.584	.971
NEUTRAL	.251	-.940	.058	.181	.283	.002	.963	.002	.965
AGREE	.209	-.628	-.709	.108	.105	.305	.596	.332	.928
VERY AGREE	.189	.998	.438	.173	.239	.105	.853	.072	.925
STRONGLY AGREE	.266	.938	-.260	.201	.298	.052	.912	.031	.943
Active Total	1.000			.801	1.000	1.000			

Source: Data Processed, 2020

Table 1 shows variables that responsible for dimension 1 construction for attributes/assessment (see Table 4.3) are Neutral (.283), Agree (.105), Very Agree (.239), and Strongly Agree (.298);

Table 2. Absolute and Relative Contribution of Brand Image Stimuli of Roland Keyboard to each Dimension (Stimuli-Attributes case)

Image	Mass	Score in Dimension		Inertia	Contribution				
					Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
		1	2		1	2	1	2	Total
PRICE	.143	-.842	-.511	.104	.129	.109	.763	.123	.886
QUALITY	.143	1.072	.074	.136	.209	.002	.949	.002	.951
AVALIABILITY	.143	-.873	-.136	.104	.139	.008	.823	.009	.831
FEATURES	.143	.934	.206	.103	.159	.018	.946	.020	.966
SERVICE PERFORMANCE	.143	-.628	-.615	.072	.072	.157	.617	.259	.876
POPULARITY	.143	1.048	-.288	.145	.200	.035	.848	.028	.876
USEABILITY	.143	-.711	1.271	.138	.092	.672	.412	.576	.988
Active Total	1.000			.801	1.000	1.000			

Source: Data Processed, 2020

Table 2 shows the stimuli construction dimension 1 are: Price (.129), Quality (.209), Availability (.139), Features (.159), and Popularity (.200). Exclusive characteristic variables of dimension 1 for attributes are: Strongly Disagree (.281), Very Disagree (.264), Disagree (.388), Neutral (.963), Agree (.596), Very Agree (.853), and Strongly Disagree (.912); while for stimuli exclusive characteristic of dimension 1 are: Price (.763), Quality (.949), Availability (.823), Features (.946), Service Performance (.617), Popularity (.848), Usability (.412). Variables that responsible for dimension 2 construction for attributes/assessment are Very Disagree (.184), Disagree (.349), Agree (.305), Very Agree (.105); while for stimuli construction dimension 2 are: Price (.109), Service Performance (.157), and Usability (.672). Exclusive characteristic variables of dimension 2 for attributes are: Very Disagree (.507), Disagree (.584), and Agree (.332); while for stimuli exclusive characteristic of dimension 2 are: Price (.123), Service Performance (.259), and Usability (.576).
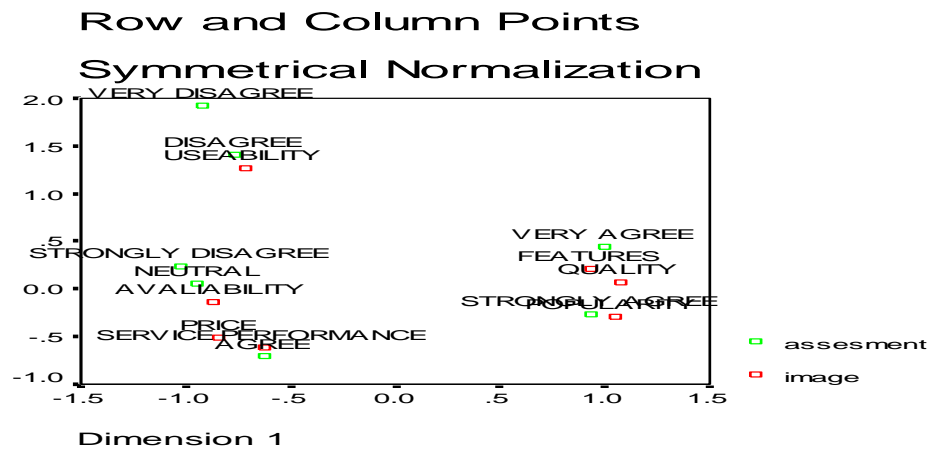
Figure 2. Perceptual Mapping of Brand Image Stimuli and Customer Assessment Attributes in two-dimensional space.
Source: Data Processed, 2020

Figure 2 shows that the positive axis of Dimension 1 is placed on Quality, Features, and Popularity. Quality result are: Very Agree and Strongly Agree to the statement, where in the row profile it has bigger value (.460, .460) than the mean value (.189, .266), and in the column profile, the values of Quality (.348, .274) are greater than the mean value (.143). Features results are: Strongly Agree and Very Agree. The proximity of features in the row profile has a bigger value (.440, .420) than the mean value (.266, .189), as in the column profile, the value of Features (.237, .318) also bigger than the mean value (.143). While the proximity of Popularity with result of Strongly Agree and Very Agree to the Statement in the row profile has a bigger value (.660, .260) than the mean value (.266, .189), as in the column profile, the value of Popularity (.355, .197) is bigger than the mean value (.143). At the negative axis of Dimension 1 are placed the attributes of Price, Availability, Service Performance and Usability. Price result are: Neutral and Agree to the statement, where in the row profile it has bigger value (.420, .400) than the mean value (.251, .209), and in the column profile, the values of Price (.239, .274) are greater than the mean value (.143). Availability results are: Neutral and Agree. The proximity of Availability in the row profile has a bigger value (.540, .280) than the mean value (.251, .209), as in the column profile, the value of Availability (.307, .192) also bigger than the mean value (.143). While the proximity of Service Performance with result of Agree and Neutral to the Statement in the row profile has a bigger value (.440, .340) than the mean value (.209, .251), as in the column profile, the value of Service Performance (.301, .193) is bigger than the mean value (.143). Usability result are: Neutral and Disagree to the statement, where in the row profile it has bigger value (.420, .200) than the mean value (.251, .060), and in the column profile, the values of Usability (.239, .476) are greater than the mean value (.143).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions
After examining the findings and discussing them, the conclusions arrived at in this research are as follows:
1. The performances of Brand Image that are mostly seen as the best by consumers (Roland Keyboard customers) are Quality (46%), followed by Features (42%).
2. The weaknesses of Roland Keyboard performance is the Usability (2%).

Recommendations
The recommendation for Roland Company in Manado based on seven variables:
1. Price : The producer can make the price of Roland Keyboard cheaper
2. Quality: The producer can make a new innovative keyboard that can add to the quality of the Roland itself.
3. Availability: The producer must more aggressively send their product to all country.
4. Features: The producer can make many more features, and they can be more sophisticated.
5. Service Performance: They should be technician in every store in Manado.

6. Popularity: Roland has to have to more publicity of their brand in every situation, concert, or other events in Manado.
7. Usability: Roland has to make the usage of Roland Keyboard easier.

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