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COMPARATIVE ANALYSIS OF BRAND EQUITY BETWEEN SALES PROMOTION AND SOCIAL MEDIA MARKETING ON SPORTSWEAR IN MANADO

ANALISIS PERBANDINGAN DI EKUITAS MEREK ANTARA PROMOSI PENJUALAN DAN PEMASARAN MEDIA SOSIAL TERHADAP PERLENGKAPAN OLAHRAGA DI MANADO

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Abstract: Brand is very significant to become a market leader because of the conditions of increasingly fierce business competition. Brand equity can increase or decrease the production value for consumers. With strong brand equity, the marketer's goal of always developing and capturing the market will be easier to achieve. According to this statement, it's described that marketing activities also affect brand equity. This research aims to discover is there any significant effect in Sportswear Brand Equity between Sales Promotion marketing technique compare with Social Media Marketing in Manado. This research is quantitative research which uses Brand Awareness, Brand Loyalty, Brand Association, Perceived Quality and Other Proprietary Assets as the indicators for this research. The sample is 100 respondents. While to know the differences between the two marketing strategies, this research uses Independent Sample t-Test as the analytical tool. Based on the analysis of the data collection instruments, the result of this research in there are a significance differences between Sales Promotion and Social Media Marketing that affect the Brand Equity of Sportswear in Manado. From the results, it is recommended for these two marketing strategies to develop the brand equity of a company.

Keywords: brand equity, sales promotion, social media marketing, brand awareness, brand loyalty, brand association, perceived quality, other proprietary assets

Abstrak: Brand sangat penting untuk menjadi market leader karena kondisi persaingan bisnis yang semakin ketat. Ekuitas merek dapat meningkatkan atau menurunkan nilai produksi bagi konsumen. Dengan ekuitas merek yang kuat, tujuan pemasar untuk selalu mengembangkan dan merebut pasar akan lebih mudah dicapai. Menurut pernyataan ini, dijelaskan bahwa aktivitas pemasaran juga mempengaruhi ekuitas merek. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh yang signifikan Ekuitas Merek Perlengkapan Olahraga antara teknik pemasaran Sales Promotion dibandingkan dengan Social Media Marketing di Manado. Penelitian ini merupakan penelitian kuantitatif yang menggunakan indikator Brand Awareness, Brand Loyalty, Brand Association, Perceived Quality, dan Other Proprietary Assets sebagai indikator dalam penelitian ini. Sampel sebanyak 100 responden. Sedangkan untuk mengetahui perbedaan kedua strategi pemasaran tersebut, penelitian ini menggunakan Independent Sample t-Test sebagai alat analisis. Berdasarkan analisis instrumen pengumpulan data, hasil penelitian ini adalah terdapat perbedaan yang signifikan antara Sales Promotion dan Social Media Marketing yang mempengaruhi Ekuitas Merek Perlengkapan Olahraga di Manado. Dari hasil tersebut, direkomendasikan untuk kedua strategi pemasaran ini untuk mengembangkan ekuitas merek suatu perusahaan.

Kata Kunci: ekuitas merek, promosi penjualan, pemasaran media sosial, kesadaran merek, loyalitas merek, asosiasi merek, kualitas, aset lainnya

INTRODUCTION

Research Background

Brand is very significant to become a market leader because of the conditions of increasingly fierce business competition. The others competition attributes relatively easy to imitate by competitors. Brand is a name or symbol that is distinguishing. The value of equity can affect the company's customers. Brand equity can increase or decrease the production value for consumers. Consumers are assisted in interpreting, processing, and storing information about products and brands. A prestigious brand is a brand that has strong brand equity so that it has a strong appeal to consumers. The domestic market has seen higher demand for sportswear. As sports and the parallel healthy lifestyle gain popularity among a growing younger population, corresponding apparel has also boomed in demand in Indonesia.

Research Objective

This research aims to discover the significant differences between Sales Promotion and Social Media Marketing towards Brand Equity of Sportswear in Manado.

THEORETICAL REVIEW

Marketing

Marketing is divided by the term reveals one term as follows: The most important aspect in the world of business is marketing. This is because marketing deals with identifying and meeting social needs of man and the surrounding environment. One of the shortest definitions of marketing is meeting the needs of profitability. There is also a sense of marketing, namely: The American Marketing Association, offer to follow the formal definition of marketing: Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler and Keller, 2012).

Brand Equity

Handayani (2020), brand equity is a marketing term that describes the value of a brand or brand value which is determined by consumers' perceptions and experiences of the brand. If customers perceive a brand well, the brand can be said to have positive brand equity. When a company's brand equity is positive, customers will still want to get the company's products even though they have to pay a high price even though similar products can be obtained at a lower price in competing brands.

Sales Promotion

Wingate (1997) stated that sales promotion includes selling activities that supplement both advertising and personal selling, such as displays, demonstration, contests, premiums, trading stamp, bonuses, and prizes. In short, sales promotion embraces all business activities that are that are intended to influence sales. Just putting a sign in your window "Open for Business" is a form of sales promotion.

Social Media Marketing

Barker et al. (2013), social media marketing is using social media channels to promote your company and its products. This type of marketing should be a subset of your online marketing activities, complementing traditional web-based promotional strategies like email newsletters and online advertising campaigns. Social media marketing qualifies as a form of viral of word-of-mouth marketing.

Previous Research

Alfian Dally Irawan and Aswin Dewanto Hadisumarto (2020) determined the effect of social media marketing activities seen from the dimensions of entertainment, interaction, trendiness, customization, and word-of-mouth, to brand trust, brand equity and brand loyalty carried out by social media Instagram. Study using the Structural Equation Modeling (SEM) method with a sample of 617 respondents who are Indonesian residents with an age range of 17 to 35 years and have used Instagram social media for a minimum of six months. The results showed that social media marketing activities based on entertainment, interaction, trendiness, customization, and

word-of-mouth have a positive influence on brand trust, brand equity, and brand loyalty. Furthermore, brand trust has a positive influence in mediating activities social media marketing on brand equity and brand loyalty, as well as brand equity also has a positive influence in mediating social media marketing activities on brand loyalty.

Aida Safira (2020) discussed how the effect of promotion benefits which are divided into hedonic and utilitarian on brand equity. Data was collected using a survey by distributing online questionnaires. An online questionnaire was distributed to 180 samples who were Coffee Toffee customers who had used the promotion. Furthermore, the data were analyzed using Structural Equation Modeling (SEM) and Customer Loyalty Index (CLI). This study shows that the utilitarian benefits of Coffee Toffee promotion have a significant effect on brand equity. Meanwhile, the benefits of hedonic promotion of Coffee Toffee have no effect on brand equity. In addition, the findings obtained from the CLI analysis are that Coffee Toffee customers are loyal.

H. Abu-Rumman As'ad and Anas Y. Alhadid (2014) stated that social media is the integration of media and social communication; it is a collection of online tools that facilitate interaction and communications between users. In light of the growing interest in the use of social media marketing among a lot of companies especially the mobile service providers and the transformation of social media to an effective to all for building the relationship with consumers many companies have utilized social media marketing as a new channel to reach their consumers. The studies showed that social media marketing that companies use as a tool for their marketing activities is centralized about six dimensions: Online Communities, Interaction, Sharing of Content, Accessibility, and credibility.
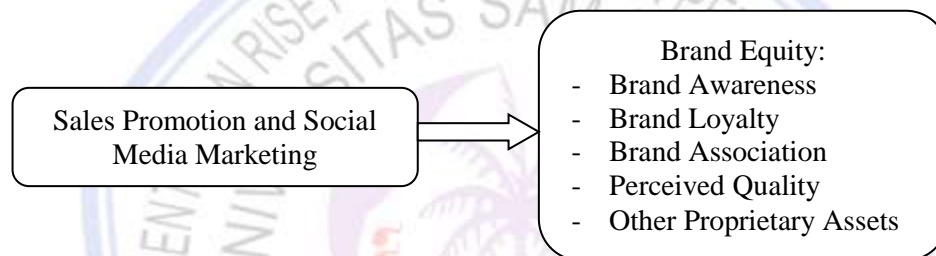
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H0: There is no significant differentiation between Sales Promotion and Social Media Marketing towards Brand Equity of Sportswear in Manado.

Ha: There is a significant differentiation between Sales Promotion and Social Media Marketing towards Brand Equity of Sportswear in Manado.

RESEARCH METHOD

Research Approach

This research is using quantitative research. According to Suryani and Hendryadi (2015), quantitative research is research that uses numerical data analysis. The purpose of quantitative research is to develop and use mathematical models, theories and / or hypotheses related to the phenomena investigated by the researcher.

Population, Sample, and Sampling Technique

Levy and Lemeshow (2008), population is the entire set of individuals to which findings of the survey are to be extrapolated. The population of this research is all the people around Manado. The sample is a portion of the population that can represent the characteristics of the population. Samples are taken when the number of objects in the population is too much, even though the researcher wants to save money and time. The sample must be representative of the population (Soewardikoen, 2019). The sampling in this study is used strata/stratified sampling. Stratified sampling is a method of sampling from a population which can be partitioned into sub populations. The number of samples was 100 respondents of Sportswear users in Manado. Sampling technique in

research with a quantitative approach is using random sampling. Random sampling is a technique of random sampling regardless of strata.

Data Collection Method

According to Leonard (2005) , primary data are collection data method that collected specific research problem by using procedures that fit the research problem. For this study, the data obtained by using questionnaire.

Operational Definition of Research Variable

1. Brand Equity. Marketing term that describes the value of a brand or brand value which is determined by consumers' perceptions and experiences of the brand.
   (Indicators: Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations, Other Proprietary Assets)

Validity and Reliability

Wallace and Fleet (2012) stated that validity refers to the extent to which conclusions accurately reflect reality. Another way of interpreting that is that validity has to do with the extent to which conclusions are true or accurate. Reliability refers to the extent to which conclusions are repeatable or replicable. If the same approach to gathering and analyzing data is repeated with an acceptable level of precision in a directly comparable environment the result will be the same it's called basic principle of reliability (Wallace and Fleet, 2012).

Independent Sample t-Test

Jubilee (2014) stated that independent sample t-test compare the means of two groups that are not related to each other with the aim of whether the groups have the same mean or not. The independent sample t-test is a statistical analysis that aims to compare two unpaired samples (Sujarweni, 2014). According to Sujarweni (2014), the result of independent sample t-test determine by its significance value as follows:

1) If significance value (2-tailed) is < 0.05 shows that the null hypothesis is rejected while the alternative hypothesis accepted.
2) If significance value (2-tailed) is > 0.05 shows that the null hypothesis is accepted while the alternative hypothesis is rejected.

$t = \frac{(x_1 - x_2) - (\mu_1 - \mu_2)}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$ Black (2010) the formula and of the t test for samples that are mutually independent are as follows:

RESULT AND DISCUSSION

Result
Validity Test

To test the validity of this research, the Pearson Product Moment is used by comparing the value of r table with value of r product moment and also the value of significance. The interpretations are as follow:

1. Value of significance:
   a) If the significance value < 0.05, then the instrument is declared valid.
   b) If the significance value > 0.05, then the instrument is declared invalid.
2. Value of r table with r product moment:
   a) If the value of r table $>$ r table product moment, then the instrument is declared valid.
   b) If the value of r table $<$ r table product moment, then the instrument is declared invalid.

Table 1. Validity Test

Variable	Item	R_{table}	R_{value}	Status
Sales Promotion	$X_{1.1}$	0.717	0.000	Valid
	$X_{1.2}$	0.771	0.000	Valid
	$X_{1.3}$	0.777	0.000	Valid
	$X_{1.4}$	0.685	0.000	Valid
	$X_{1.5}$	0.754	0.000	Valid
	$X_{1.6}$	0.676	0.000	Valid
	$X_{1.7}$	0.775	0.000	Valid
	$X_{1.8}$	0.615	0.000	Valid
	$X_{1.9}$	0.781	0.000	Valid
	$X_{1.10}$	0.694	0.000	Valid
	$X_{1.11}$	0.843	0.000	Valid
	$X_{1.12}$	0.634	0.000	Valid
	$X_{1.13}$	0.714	0.000	Valid
	$X_{1.14}$	0.791	0.000	Valid
	$X_{1.15}$	0.556	0.000	Valid
Social Media Marketing	$X_{2.1}$	0.392	0.000	Valid
	$X_{2.2}$	0.479	0.000	Valid
	$X_{2.3}$	0.548	0.000	Valid
	$X_{2.4}$	0.458	0.000	Valid
	$X_{2.5}$	0.371	0.000	Valid
	$X_{2.6}$	0.379	0.000	Valid
	$X_{2.7}$	0.585	0.000	Valid
	$X_{2.8}$	0.584	0.000	Valid
	$X_{2.9}$	0.576	0.000	Valid
	$X_{2.10}$	0.499	0.000	Valid
	$X_{2.11}$	0.424	0.000	Valid
	$X_{2.12}$	0.550	0.000	Valid
	$X_{2.13}$	0.548	0.000	Valid
	$X_{2.14}$	0.430	0.000	Valid
	$X_{2.15}$	0.380	0.000	Valid

Source: Data Processed, 2021

Statements on the indicators in Sales Promotion and Social Media Marketing above the r table product moment of 0.196 (5% significance with N=100). It indicates that the data is valid. For the Sig. (2-tailed) value, the result shows the numbers are all below the 0.05 which is indicates that the data is valid.

Reliability Test

In this test, the Alpha Cronbach test was utilized to check the reliability of the instrument. According to Sekaran (2003), the assumptions of Alpha Cronbach are as follows:
1. < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable.
2. 0.7 indicates the data acceptable.
3. > 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Table 2. Reliability Test

No	Variable	Cronbach's Alpha	Status
1	Sales Promotion	0.932	Reliable
2	Social Media Marketing	0.752	Reliable

Source: Data Processed, 2021

Correspond to the result above of the reliability statistics of Sales Promotion and Social Media Marketing with total of 15 items, the Cronbach's Alpha is .899 of Sales Promotion and .752 of Social Media Marketing

(above 0.7). This is indicating that the instrument is reliable to be used as the measurement of the research instrument.

Normality Test
Table 3. One-Sample Kolmogorov-Smirnov Test

		SMM	SP
N		100	100
Normal Parameters[a,b]	Mean	66.02	63.22
	Std. Deviation	5.061	7.627
	Absolute	.094	.122
Most Extreme Differences	Positive	.062	.079
	Negative	-.094	-.122
Kolmogorov-Smirnov Z		.942	1.223
Asymp. Sig. (2-tailed)		.338	.101

a. Test distribution is Normal.
b. Calculated from data.
Source: Data Processed, 2021

Table 3 shows that the significant value which is Asymp. Sig (2-tailed) is 0.338 (social media marketing) and 0.101 (sales promotion) which is greater than 0.05, it shows that the distribution of the data in this research is accepted and normally distributed.

Table 4. Independent Sample t-Test

Group Statistics					
	Total	N	Mean	Std. Deviation	Std. Error Mean
Total	SP	100	60.4000	9.78971	.97897
Variable	SMM	100	66.0200	5.06120	.50612

Source: Data Processed, 2021

From the table 4 showed the difference between the total variable between Sales Promotion and Social Media Marketing. It showed the result that the mean difference from total Sales Promotion and Social Media Marketing where Total Sales Promotion is 60.40 and Total Social Media Marketing is 66.02. It means Total Social Media Marketing is higher than Total Sales Promotion.

Table 5. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
Total Skor	Equal variances assumed	22.566	.000	5.100	198	.000
	Equal variances not assumed			5.100	148.393	.000

Source: Data Processed, 2021

Based on the Independent Sample Test table in the Equal Variances Assumed section, the Sig. (2-tailed) is $0.000 < 0.05$, so as the basic of decision making in the Independent Sample t-Test can be concluded that H_0 is rejected and H_a is accepted. Thus, it can be concluded that there is a significant difference between Sales Promotion and Social Media Marketing on Brand Equity

Discussion
Brand Awareness
As shown from the results in this study there were significant differences in Brand Equity between Sales Promotion and Social Media Marketing because the Sportswear user in Manado based on the awareness of the product according to the marketing strategy from Sales Promotion and Social Media Marketing. The

differentiation of these two marketing strategies based on how marketing activities that carried out by the store has certain characteristics, customers can identify the product being marketed through the advertisement that is created, and how good marketing can make you always remember the product being marketed.

Brand Loyalty
As shown from the results in this study there were is significant differences in Brand Equity between Sales Promotion and Social Media Marketing based on the loyalty of consumers according to the marketing strategy from Sales Promotion and Social Media Marketing. The differentiation of these two marketing strategies based on the customers is always interested in buying something after seeing the marketing strategy or the promotions; good marketing can make buyers interested in buying again and also right marketing techniques make you stay loyal to buy at the store.

Brand Association
As shown from the results in this study there were is significant differences in Brand Equity between Sales Promotion and Social Media Marketing because the Sportswear user in Manado sees the different on how the information has been given from the promotion to consumers. The differentiation of these two marketing strategies based on promotion of sports equipment must have an inherent impression of the product being marketed, product must contain precise and clear information and product should be more attractive than anywhere else.

Perceived Quality
As shown from the results in this study there were is significant differences in Brand Equity between Sales Promotion and Social Media Marketing because the Sportswear user in Manado sees the different on the quality of the product from sportswear promotion strategy. The differentiation of these two marketing strategies based on good marketing techniques, consumers can see quality of the product by viewing the advertisements made and sports equipment advertisements have their own quality of product characteristics.

Other Proprietary Assets
As shown from the results in this study there were is significant differences in Brand Equity between Sales Promotion and Social Media Marketing because the Sportswear user in Manado sees the different on the quality of the product from sportswear promotion strategy. The differentiation of these two marketing strategies based on good sales marketing, marketing strategy must be unique and different from the others and also good marketing can provide a competitive advantage.

CONCLUSION AND RECOMMENDATION

Conclusion
After analyzing the data collected and discussing the result, this research come with a conclusion that there is significant difference between Sales Promotion and Social Media Marketing toward Brand Equity of Sportswear in Manado. In theoretical terms, this study uses several indicators that supported this research. The indicators for this research are Brand Awareness, Brand Loyalty, Brand Association, Perceived Quality and Other Proprietary Assets. The result of this research showed that there is a significance difference between Sales Promotion and Social Media Marketing.

Recommendation
Based on the results of the study, suggestions that can be given are as follows.
1. A company must pay attention to the marketing strategy that will be used to sell and develop the product it wants to sell. All strategies used not only look at market developments, but also must pay attention to existing technological developments. Although direct product introduction can have a good effect on the product, but in today's modern era marketing through social media is very helpful in the marketing and sales process because people only need to use existing devices to see all the information about the products being marketed.
2. This research can be used as material for future researchers who want to find information about the differences between direct marketing strategies or Sales Promotions and indirect/online marketing or Social Media

Marketing. Further researchers can also use this research to see the effectiveness of Sales Promotion and Social Media Marketing on the brand equity of a company.

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