THE EFFECT OF MARKETING MIX TOWARD BRAND AWARENESS OF PANTENE SHAMPOO
(A STUDY CASE OF PANTENE SHAMPOO AT CAREFOUR HYPERMARKET, KOTA KASABLANKA)

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Cikarang, Indonesia, January 27th 2016

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ABSTRACT

Marketing Mix is very important for a company to make their product survive in the market. There are 4 elements in marketing mix which will effect brand awareness of the customers, which are: product, price, place, and promotion. This research proposed to analyze the importance of marketing mix towards brand awareness of Pantene shampoo (A Study Case of Pantene shampoo in Carefour Hypermart, Kota Kasablanka). The purpose of this research is to determine the effect of marketing mix element (Product, Price, Place, and Promotion) simultaneously and partially towards brand awareness. This research use quantitative research method with binomial logistic regression analysis to analyze the data collected from questionnaire spreaded to the consumers who have purchased Pantene shampoo at Carefour Hypermart. The result of this research shows that there is significant effect of Product, Price, and Promotion toward Brand Awareness. In this research, the most significant variable that effect Brand Awareness is Price.

Keywords: Product, Price, Place, Promotion, Brand Awareness.
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CHAPTER I
INTRODUCTION

1.1 Research Background
In the capital city of Jakarta which has a tropical climate and high temperature, sweating is become a common thing that the residents faced in Jakarta. The hot climate, scorching sun and pollution on the streets can be a problem that supports hair damage suffered by residents in Jakarta. To prevent dirty hair problem, washing the hair with shampoo to clean the hair become the daily activity. Hair care cleaning shampoo that are commonly used by people to clean the hair. The main base material for producing shampoo is cleaning hair detergent, soap derived from vegetable oil, alkyl benzene sulfonates, triethanolamine alkyl sulfates, sulfated monoglycerides, sulfated oils and nonionics are typical (Boehm, et al., 2002).

People want shampoo to more than just for washing the hair. Various adjustments conducted by the manufacturers to fulfill the needs and desires of consumers. This led to the appearance of various shampoos that can be found now (Astikariandini, 2009). The need for shampoo by people make the producers look for a business opportunity to create shampoo products with a wide different types and different benefits.

There are many shampoo brands in the market such as Sunsilk, Dove, Clear, Rejoice and Pantene shampoo which compete each other to get the attention from the target customers. The dynamics of the brands in the market suggests that competition between brands on the market is increasing.¹

Based on the Figure 1.1, there are several brand of shampoo in Indonesia market and one of them is Pantene shampoo. Pantene shampoo is shampoo brand produced by Procter & Gamble company, one of the companies that still managed to survive in the market. For three years in a row, Pantene shampoo always becoming Top 3 Leader of shampoo on Top Brand Awards, but even Pantene shampoo is the market leader, Pantene shampoo is started to decline from the year of 2013 until 2015. As in 2013, Pantene shampoo has been at the first top of the Top Brand Index (TBI) in Shampoo category with 27.3% and it had declined to 25.1% in a year later of 2014. And also it still declining to 21.4% in the year of 2015 and other shampoo brands which is, Clear Shampoo has competed Pantene shampoo with the value of 22.1% in the first position. In the year of 2015, Pantene shampoo has been taken the second position of Top of Brand in the category of Shampoo.

Top Brand Award has three dimensional measurement, which are TOM (Top of Mind) with a weight of 40%, LU (Last Usage) with a weight of 30%, and FI (Future Intention) with a weight of 30%. Top of Mind reflects how well known the brand by a wide audience, Last Usage shows how much penetration of the
brand in a broad audience, then Future Intention show how attractive a brand to a wide audience in the future.

Raeros and Nugrahani (2012) stated that each brand must have a competitive advantage in order to differentiate them to another brands. So that a product brand can be differentiated by product brand from another company, the product must have a unique or distinct advantages compared to other brands from other companies. It is also namely as competitive advantage that can make these products can compete with other products. Some of the consumers are only willing to buy those brands which famous in the market (Malik, et al., 2013). Brand awareness is the first and fundamental attribute of customer brand equity and sometimes it is underestimated component of brand equity (Tong & Hawley, 2009). There are four levels of brand awareness revealed by (Rangkuti, 2008:40), which are Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind. One of stage that can create brand awareness is Top of Mind which if someone asked directly without the clue given and the person can recall and mentioning the name of the brand, the brand most mentioned in first is Top of Mind.

In order to get the attention of the target customer, the company must build brand awareness so they can easily sell their products to customer because the customer know that their product has existed in the market. Before the customer can decide to buy a product, of course, the customer should be aware of the brand of its product. A brand consists of a name, term, sign, or symbol, or any combination of them, that attempts to represent the unique benefits a company can provide to consumers through a particular product or service, in terms of attributes, value, and culture (Wang & Yang, 2010).

Competitive advantages that are usually used by a company is marketing mix, which consists of 4 variables or so-called 4P which is the core of the marketing system, namely : product, price, place and promotion, which is expected to build brand awareness if pursued maximally (Raeros &Nugrahani, 2012). The fourth
component of the marketing mix above should be considered as possible by a company to be able to compete with other companies in a market.

The researcher use Brand Awareness to be analyzed in this research since the previous researcher about marketing mix towards barand awareness conducted by Raeros & Nugrahani (2012) that analyze Samsung Smartphone Android in Bandung. So that in this research, the researcher is interested to analyze The Effect of Marketing Mix toward Brand Awareness of Pantene shampoo (A Study Case of Pantene Shampoo at Carefour Hypermarket, Kota Kasablanka).

1.2 Problem Identification
Based on Figure 1.1, the problem identify in this study is Top Brand Index (TBI) of Pantene shampoo decreasing in Top Brand Awards of Shampoo Category from the year of 2013 which is 27.3%, 2014 which is 25.1% and until 2015 which is 21.4%. Also, the position of Pantene which ranked the first position in 2014, it became decrease to the second position of Top Brand Award in shampoo category. The reason why the researcher choose this issue is to find out if there is any effect between the marketing mix toward customer’s brand awareness for Pantene shampoo.

1.3 Statement of Problem
The problem statement of this research will be shown in form of question as stated below :
1. Is there any partial significant effect of Product towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka?
2. Is there any partial significant effect of Price towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka?
3. Is there any partial significant effect of Place towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka?
4. Is there any partial significant effect of Promotion towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka?
5. Is there any simultaneous significant effect of Marketing Mix (Product, Price, Place, and Promotion) towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka?

1.4 Research Objective
Based on the topic “The Effect of Marketing Mix toward Brand Awareness of Pantene shampoo”, the researcher made several objectives which stated below:
1. To know partial significant effect of Product towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
2. To know partial significant effect of Price towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
3. To know partial significant effect of Place towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
4. To know partial significant effect of Promotion towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
5. To know simultaneous significant effect of Product towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.

1.5 Definition of Term
• Product
  Product means anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas.
  (Kotler & Bowen, Makens 2013)
• **Price**

Price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service (Kotler, Armstrong, Wong & Saunders, 2008).

• **Place**

Place or distribution strategy concerns with making the products or service available anytime and anywhere the customers want them (Lamb, et al., 2010).

• **Promotion**

Promotion is marketing and communication activities which later can change the price-value relationship of product or service that perceived by target (Shah, 2009).

• **Brand Awareness**

Brand awareness is related to the strength of the brand node or trace in memory, which we can measure as the customer’s ability to identify the brand under different condition (Keller, 2013).

### 1.6 Scope and Limitation

1.6.1 *Scope of the Study*

The researcher will do the research about The Effect of Marketing Mix toward Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka. The scope of this research is the buyer of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.

1.6.2 *Limitation of Study*

The limitation that the researcher faces in this study is time limitation, budget limitation, questionnaire distribution and unfamiliar method for the researcher.
Since the researcher has a limited time to complete the research, researcher needs to have an undivided attention to make sure the research finished on time. This makes the researcher to only be able to deliver the questionnaire in one wholesaler market. When distributing the questionnaire, researcher have some problem when not all people want to cooperate to help researcher to fill in the questionnaire, thus the researcher took a quite a while time to collect the primary data. In this research, researcher also learns a new method to process the data. Because it is still new for researcher, researcher took some time to understand the method.

1.7 Research Benefit

1.7.1 Benefit for Researcher
This research will help the researcher to solve the problem whether it is still necessary for marketers to still improving their marketing mix and how does it effect the consumer brand awareness. It will also help the researcher to know better about the product’s marketing mix and also marketing aspects that effect brand awareness.

1.7.2 Benefit for President University
The researcher would like to contribute in education needs of student that are looking for theory about Product, Price, Place, Promotion, and Brand Awareness.

1.7.3 Benefit for the Procter & Gamble Indonesia
This research will help Procter & Gamble Indonesia Company to know better about the brand awareness and determine the marketing mix element. It will also help the company to decide the best strategy suited with the consumer of Carefour Hypermart, Kota Kasablanka.
1.7.4 For Future Research
This research will help future researcher to gain information about the current market condition. The research will provide additional knowledge and some factors between marketing mix elements and brand awareness can effect the customer to aware about the brand awareness.
CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Marketing
According to Ahmed & Rahman (2015), “Marketing as a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others”. “Marketing is an organization function and a set processes for creating communicating, and delivering value to customers and for managing customer relationship in ways that benefit the organization and it stakeholders” (Kotler & Keller, 2009). The need to make the sale will always be available. However, the purpose of marketing is to increase maximum sales. Also, the purpose of marketing is to understand, to maintain and know the customers well so as to create a customer to buy a product. Thus, it needs to be ensured is the availability of products and services (Raeros & Nugrahani, 2012).

2.1.2 Marketing Mix
“Marketing mix is defined as the set of tactical marketing tools (4Ps) that a business blends to produce the response it wants in the target market” (Kotler & Armstrong, 2014).

According to Kotler, Armstrong & Cunningham, (2005) “The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution”. Kotler & Armstrong (2010) “Marketing mix is the set of marketing tools the form uses to implement its marketing strategy”. The tools that
make up the marketing mix can be categorised into 4 major groups, also known as the “4 P’s of Marketing”, these are:

1. **Product**: This is the service/product/item that the firm is marketing to fulfill a specific need.
2. **Price**: The value that the firm will be charging for the product.
3. **Place**: How will the firm make the Product available to it’s target consumers.
4. **Promotion**: The method in which the firm will convince the target consumers to purchase the product.

### 2.1.3 Brand

“A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler & Keller, 2009). A brand consists of a name, term, symbol or sign that may be characteristic, or a combination of them, who may represent the uniqueness of the company to the consumers through the products or services they result in terms of attributes, values and culture (Wang & Yang, 2010).

Doostar, Abadi & Abadi (2012) defined good brand is a set of what to a particular product is related, such as name, brand, symbol and sensory quality of a product or service. Rapid globalization of markets and intense competition activities has prompted market leaders that for their design and marketing programs find new perceptual principles; because traditional marketing approaches are no able to compete with the complexities of the modern age (Doostar, Abadi, & Abadi, 2012)

According to Kotler view ultimate goal of to perform tests is highlighting the company's share in the share of competitors. In discussion of brands sometimes will be given in only one aspect of it, for example, name or logo. However, brand management purpose is total of system as cited in (Doostar, Abadi, & Abadi,
To conclude, a brand is nothing but simply can be defined as an entity (product, service, place, person, technology, organization) that is offered by a marketer. Companies build a brand through their products, packaging, logos, and advertisements. It also consists of other sets of expectation related to a product or service which normally arise in people’s mind.

### 2.1.3 Brand Awareness

Brand awareness is reflects that customer can identify one brand among several. Brand awareness is kind of value for brand, because customer remembers it. Customer are related to brand knowledge and finally lead to advantage. Brand awareness impact on customer decisions (Huang & Sarigollu, 2012).

Brand awareness can be called a consumer 's ability to recognize and remember the brand in a product category . reminder can be through the name, symbol, slogan advertising and brand attributes and brand recognition (Doostar, Abadi, & Abadi, 2012). According to Keller view, brand awareness is a fundamental condition for creation of the brand image. When a brand is well established in the memory, relating association to brand and their right settling in memory, it is easier.

Brand awareness is the probability that, consumers are familiar about the availability and accessibility of a company’s product and service. If an organization has a high level of brand awareness of the products and services of the organization has a good reputation and easily accepted (Malik, et al., 2013).

The awareness of the brand plays a significant role while purchasing a product or service and may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision due to awareness with the brand and its uniqueness (Malik, et al., 2013). Brand awareness is very important because if there will be no brand awareness no communication and no transaction will be
occur (Wang, 2010). Some of the consumers can make rule to purchase only those brand which are famous in the market (Malik, et al., 2013).

There are four levels of brand awareness revealed by (Rangkuti, 2008:40):

1. **Unaware of the brand**
   
   Represents the lowest level in the pyramid brand awareness, where consumers are not aware of the existence of a brand (never seen, heard, read, or even know of) a particular brand.

2. **Brand Recognition**
   
   This is important when a buyer selects a brand in the making of decisions or make purchases.

3. **Brand recall.**
   
   Recollection of the brand is based on a person's request to mention a specific brand in a class of products. This is termed recollection without help, because it is different from the recognition task, the respondent does not need to be assisted to bring the brand.

4. **Top of Mind**
   
   If someone asked directly without the aid given and the person can recall mentioning the name of the brand, the brand most mentioned first is top of mind.

**2.1.4 Four variables of Marketing Mix**

**2.1.4.1 Product**

Kotler and Keller (2009) defined product as “Anything that can be offered to a market to satisfy a want or need”. Jilbril & Odua (2013) see product as “Anything or item that can be considered as a separate product entity and that may be distinguished in some way from other products that the company produces, irrespective its relationship to those other products”. From above we conclude that meet human needs and desires is marketing purposes. However, due to the needs and desires of a changing market, manufacturers must always be thinking of new innovations to meet the new needs and the new desires of their customers (Jilbril
& Odua, 2013). They are willing to purchase the product because they see that the attribute of the product has good quality.

Kotler and Armstrong (2008) stated that "The quality of the product is the ability of a product to perform its functions are include durability, reliability, accuracy, ease of operation and repair as well as other attributes". When a product has been able to carry out its functions can be said to be a product that has a good quality.

2.1.4.2 Product and Brand Awareness Relationship

According to Tong & Hawley (2009), brand awareness is the first and fundamental attribute of customer brand equity and sometimes it is underestimated component of brand equity. Build a good strategy to increase brand awareness is the first way a company to be able to introduce their products to the target consumer. Building brand awareness is a strategy applied by consumers in order to save time and effort when dealing with an unknown brand, they would devote to comparing the products in relation to other attributes, such as quality, packaging and price.

Brand awareness may be therefore interpreted as cognitive simplification. Purchasing choices are made by reference to such simplification, especially when the product is cheap and easily disposable (food, hygienic and everyday-use products). Brand awareness has a great influence on selections and can be a prior consideration base in a product category (Koniewski, 2012).

Brand awareness can be distinguished from depth and widht (Hoeffler & Keller, 2002). Depth means how the consumer recognize the brand easily and widht means the brand comes to the consumer’s mind when they purchased the product at once. If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness (Koniewski, 2012).
A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Chi, Yeh & Yang 2009). (Fitriani 2015) stated an experience of using the product increase brand awareness. In other words, the more often a consumer purchase and use of a product, it will make the brand awareness for its product higher. Once a brand has the brand awareness, then the consumer will choose the brand as a preference.

### 2.1.4.3 Price

According to Kotler, Armstrong, Wong & Saunders (2008), price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service. Price is the amount of money charged for goods or services, or is the sum of the values consumers exchange for the benefits of having or using the product or service (Kotler, Bowen & Makens, 2013).

According to Tjiptono (2007) that stated price is the monetary unit or other measures (including goods and services) that are exchanged in order to acquire the right of ownership or use of the goods or services. Price is the only element of the marketing mix that provide income or revenue for the company, while the other three elements (products, place and promotion) provide costs. In addition, the price is an element of the marketing mix is flexible, meaning it can be changed quickly (Ardhana, 2010).

### 2.1.4.4 Price and Brand Awareness Relationship

Price seen from a consumer’s point, it is often used as an indicator of the value when the price is linked to benefits perceived goods or services. Value can be defined as the ratio between the perceived benefits of the price. It can be concluded that at a certain price level, if the perceived benefits increases, the value will increase as well (Ardhana, 2010).
In a study conducted by Raeros & Nugrahani (2012) regarding the analysis factors that affect the brand awareness of Samsung smartphones in the city of Bandung, the research results stated that price has significant partially effect on brand awareness. The price of a product is a decisive factor in the success of the brand to dominate the market (Fitriani, 2015). Thus, the price difference between brand of shampoo in the market do not have much difference, because each brand set competitive prices each other.

2.1.4.5 Place
Kotler (2010) states that “Distribution channel consists of a set of institutions that perform all activities (functions) that are used to distribute products and status of the owner of the producer to the consumer”. Place identical with the distribution (Pereault & Mc Charty, 2004). From the definition above means that the channel of distribution of goods is the overall activity or function to move the product along with its owner the right of producers to consumers. Distribution related to the ease of obtaining the product in the market and available when consumers look for.

Distribution system to put a product on the market with time and the right location is one of the success strategy that can be done by a company to facilitate customers get products that the the producers sell. Basically the place issues related to the problem of the distribution of the products that it offers to those who request it. Meaning the distribution, can be defined as marketing activities are trying to expedite and facilitate the delivery of goods and services from producers to consumers, so its use as required (Tjiptono, 2008).

2.1.4.6 Place and Brand Awareness Relationship
According to Kashmir and Jakfar (2003) stated that place or distribution is a network of organizations and functions that connect producers to final consumers. Determination of the number of distributor is also an important issue for considered, in certain cases be adapted to the product offered. According to
(Tjiptono, 2008) distribution can be defined as activities in marketing which trying to facilitate and simplify the delivery of goods and services from producer to consumer. So they can use in accordance with the necessary. So, the marketing manager needs to be cautious in selecting and determining the number of distributor to distribute their product effectively, the distribution of the product in the market that allows consumers to get such products affect brand awareness towards that product. Consumers will be more familiar with those products, if the products are distributed in many places.

### 2.1.4.7 Promotion

Promotion is an activity that plays an active role in introducing inform and remind of a product in order to encourage consumers to buy the product being promoted. A company must be able to determine what the appropriate promotional tools in order to achieve success in sales. Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products (Solomon, et al., 2013). Also Kotler dan Armstrong (2010) Promotion means activities that communicate the merits of product and persuade target customers to buy it. From both of the opinion above can be concluded that the promotion is one of the marketing mix variables essential implemented by the company to deliver the benefits of the product and persuade customers to buy it.

Promotional activities are generally carried out through programs of integrated marketing communications, otherwise known as the promotional mix. According to Kotler & Armstrong (2010) there are five promotional mix, which are:

a. Advertising
   All forms of paid non-personal presentation and promotion of ideas, goods, or services with a particular sponsor.

b. Sales promotion
   Intensive short term to encourage the purchase or sale of products or services.
c. Personal selling
Personal presentation by the salesperson's company for the purpose of generating sales and build customer relationships.

d. Direct marketing
Direct relationships with individual consumers targeted carefully to obtain immediate response and build customer relationships lasting for example such as the use of direct mail, telephone, television direct response, e-mail, internet and other means to communicate directly with specific consumers.

e. Public Relations
Involves building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

2.1.4.8 Promotion and Brand Awareness Relationship
Marketing communications activities contribute to brand equity and drive sales in many ways (Kotler & Keller, 2009) by creating awareness of the brand, linking the right associations to the brand image in consumers’ memory, eliciting positive brand judgments or feelings, and/or facilitating a stronger consumer–brand equity. Brand awareness can be reached in the following ways (Yudiartika & Haryanto, 2012):

1. The message conveyed should be easy to remember and look different. Wearing a slogan or interesting jingle song make consumers can more easily remember.
2. Repetition to remember the brand.
3. The expansion of the brand name can be used in order to make brand more memorable in customer’s mind.
4. Increase the promotion from both print and electronic media.
5. Sponsoring an event that brings many spectators.
One of the points above that shows the influence of promotion from both in printed and electronic media can increase the brand awareness of the product.

### 2.2 Previous Research

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Variable</th>
<th>Author</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Effect of Samsung Android-Based Mobile Phone Marketing Mix toward its Brand Awareness</td>
<td>Product, Price, Place, Promotion, and Brand Awareness</td>
<td>Rangga Tri Raeros &amp; Rah Utami Nugrahani, 2012</td>
<td>Three variable has partial significant effect on brand awareness, except place. The most affecting variable on brand awareness is promotion.</td>
</tr>
<tr>
<td>2.</td>
<td>Analyzing The Impact of Marketing Mix towards Customer’s Purchase Intention of Jam Product (Case Study: New 14 gram of Portion Pack of Morin Jam)</td>
<td>Product, Price, Place, Promotion, Purchase Intention</td>
<td>Lydia Andarini, 2013</td>
<td>Price is the most affecting impact on customer purchase intention.</td>
</tr>
<tr>
<td>3.</td>
<td>Impact of Brand Equity towards Purchasing Decision: A situation on Mobile Telecommunication</td>
<td>Perceived Quality, Brand Awareness, Brand Association, Brand</td>
<td>Nisal Rochana Gunawardane, 2015</td>
<td>All variable has partial significant effect on purchasing decision.</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
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<td>Conclusion</td>
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<tr>
<td>4.</td>
<td>Impact of Advertising on Brand Awareness and Consumer Preference (With Special Reference to Men’s Wear)</td>
<td>Branding, Advertising, Consumer Preference, Brand Awareness</td>
<td>Roshni P Sawant, 2012</td>
<td>Male mostly preferred to see and pay attention to the advertising of the brands of garments they prefer to was seen as an attempt to find out what latest brand has to offer in design, style and fashion.</td>
</tr>
<tr>
<td>5.</td>
<td>How Brand Awareness Relates to Market Outcome, Brand Equity and the Marketing Mix</td>
<td>Brand Awareness, Marketing Mix elements, Brand Equity, Market Outcome</td>
<td>Huang &amp; Sarigollu, 2012</td>
<td>The association between marketing mix elements and brand awareness and finds that the impact of price promotions on brand awareness is positive. Price promotions increases brand awareness through creating brand exposure</td>
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</table>
and usage experience for consumers. The current research confirms past literature that distribution intensity has the largest impact on brand awareness.

2.3 Operational Definition of Variables

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<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
<th>Question</th>
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<tbody>
<tr>
<td><strong>Product</strong></td>
<td>Product as anything tangible or intangible offered to a market for attention, use and consumption with aim of satisfying needs and wants of customers (Kotler &amp; Armstrong, 2013)</td>
<td>1) Product Variant 2) Brand Name 3) Product Quality 4) Product Packaging Source: (Andarini, 2013)</td>
<td>1. Variation offered by Pantene shampoo give me a lot of choices 2. The brand name of Pantene shampoo are familiar 3. Pantene has good quality of shampoo 4. The packaging looks interesting 5. The packaging represents the</td>
</tr>
<tr>
<td>Variable</td>
<td>Definition</td>
<td>Indicator</td>
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<tr>
<td><strong>Price</strong></td>
<td>Price is the amount of money charged for goods or services, or is the sum of the values consumers exchange for the benefits of having or using the product or service (Kotler, Bowen &amp; Makens, 2013)</td>
<td>1) Reasonable Price 2) Good Value for Money 3) Good credit terms 4) Competitive Price 5) Good Discount Price</td>
<td>1. Pantene shampoo prices are reasonable 2. This price of Pantene shampoo equal to the quality that I receive 3. The price of Pantene shampoo equal to the benefit that I get 4. The price offers competitive prices in comparison with other competitor shampoo 5. Pantene shampoo offers seasonal and flexible prices strategy (Al-Debi &amp; Mustafa, 2014)</td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>Place is where customers buy a product, and the</td>
<td>1) Channels 2) Coverage 3) Location</td>
<td>1. Pantene shampoo get to the target customers through</td>
</tr>
<tr>
<td>Variable</td>
<td>Definition</td>
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<td>means of distributing your product to that place, must be appropriate and convenience for the customer (CIM, 2009)</td>
<td>4) Transportation 5) Inventory 6) Logistics Source: Kotler &amp; Armstrong (2010)</td>
<td>the distributional channels at Carefour Hypermart (Odunlami, 2013)</td>
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<tr>
<td></td>
<td></td>
<td>2. Many stores sell Pantene shampoo, as compared to its competing brands (Kadabayi et al., 2007)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>3. More stores sell Pantene shampoo, as compared to its competing brands (Kadabayi et al., 2007)</td>
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<tr>
<td></td>
<td></td>
<td>4. Easy access by public transportation to the stores where sells Pantene shampoo (Vahid &amp; Yasanallah, 2012)</td>
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<td></td>
<td></td>
<td>5. Pantene shampoo is rarely been stocked-out, so I can always buy them everytime I need (Karbala &amp; Wandebori, 2012)</td>
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<tr>
<td></td>
<td></td>
<td>6. Pantene shampoo is</td>
<td></td>
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<tr>
<td>Variable</td>
<td>Definition</td>
<td>Indicator</td>
<td>Question</td>
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</table>
| Promotion| Promotion is a marketing activity that retailers use to bring traffic into stores and generate sales by communicating current offerings to targeted consumers (Dunne et al., 2010) | 1) The attractiveness of the advertisement  
2) The regular time of advertisement  
3) The creativity of the advertisement  
4) Promotion Sale  
Source: Putra (2015) | distributed through as many stores as possible (Kadabayi et al., 2007) |

1. There are various methods of promotions done by Pantene shampoo (event, brochure, discount, etc) (Satit, et al., 2012)  
2. Pantene shampoo has good or interesting advertisement to attract me to buy (Lovelock, 2010)  
3. Pantene shampoo has good or interesting advertisement to attract me to buy (Lovelock, 2010)  
4. The advertisement of Pantene shampoo are frequently seen through media, such as TV, radio, billboards. (Yoo et al., 2000)  
5. Discount and other
<table>
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<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
<th>Question</th>
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</table>
| **Brand Awareness** | Brand awareness is related to the strength of the brand node or trace in memory, which we can measure as the customer’s ability to identify the brand under different condition (Keller, 2013) | 1) Recall Power  
2) Point of Difference  
3) Knowledge about the brand  
4) Position of choice set  
5) Recall of competitive brand  
Source: Rochana (2015) | 1. I can quickly recall symbol and logo of Pantene shampoo (Severi & Ling, 2013)  
2. I do consider value for money is the most important factor when I am going to purchase shampoo (Rochana, 2015)  
3. I do have adequate knowledge of Pantene shampoo than other shampoo brands in the market. (Rochana, 2015)  
4. The position of the choice set is extremely high towards Pantene shampoo when I’m |
### 2.4 Theoretical Framework

The relation of the indicator can be seen on Figure 2.2

![Figure 2.2 Theoretical Framework](image)

**FIGURE 2.2 THEORETICAL FRAMEWORK**

*Source: Adopted by Researcher based on Marketing Mix toward Brand Awareness Model (Raeros & Nugrahani, 2012)*
2.5 Hypothesis

There are some hypotheses on this research as follow:

1. $H_A1$: There is partial significant effect of Product on Brand Awareness  
   $H_01$: There is no partial significant effect of Product on Brand Awareness

2. $H_A2$: There is partial significant effect of Price on Brand Awareness  
   $H_02$: There is no partial significant effect of Price on Brand Awareness

3. $H_A3$: There is partial significant effect of Place on Brand Awareness  
   $H_03$: There is no partial significant effect of Place on Brand Awareness

4. $H_A4$: There is partial significant effect of Promotion on Brand Awareness  
   $H_04$: There is no partial significant effect of Promotion on Brand Awareness

5. $H_A5$: There is simultaneous significant effect of Product, Price, Place, Promotion on Brand Awareness  
   $H_05$: There is no simultaneous significant effect of Product, Price, Place, Promotion on Brand Awareness
CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Methodology

3.1.1 Quantitative Method
Quantitative research approaches have several important strengths that make them ideal for addressing the types of research questions that are posed in social science research. Specifically, quantitative methods provide us with an objective framework for testing and validating theories and hypothesis about world around us. Predicted on having interesting and creative research question, we can use quantitative research methodologies to objectively describe and predict behaviors and, in the case of experimental research, to look at cause and effect relationship. (Dwyer & Bernaeur 2013, p.63)
Based on the results of quantitative research the necessary production, profitability price, product parameters, and more can be found. The main merit of quantitative research is that, it reduces the risk of making wrong decisions and choices (Jhonson, B., & Christensen, L.,2008,p.34)
Quantitative method is used for this research with using questionnaire as the research instrument. By using quantitative method for this research, the researcher can collect all information needed through questionnaires from large number of respondents selected judgingly in Jakarta area especially in Kota Kasablanka and the result of the data will be analyzed and measured using statistical method. Independent variable is presumed cause of any change in dependent variable (Hair et al, 2010, p.3)

3.1.2 Deductive Approach
In this research, the researcher uses deductive as the research approach, deductive reasoning works from the more general to the more specific. Deduction is the process of research from the general facts of phenomena to knowledge of the
particular problem. In deduction, general knowledge is the starting point of the argument. Main feature of deduction as a method of research is that the truth of its premises guarantees the truth of the conclusion. Therefore, the deduction has tremendous power of persuasion and is widely used not only to prove theorems in mathematics, but everywhere including marketing and economics.

![Diagram of deductive reasoning]

**FIGURE 3.1 DEDUCTIVE RESEARCH**


### 3.1.3 Research Design

In this research, the researcher uses conclusive research as the research design. Conclusive research is more likely to use statistical tests, advanced analytical techniques, and larger sample sizes. Compared with exploratory studies, conclusive study is more likely to use quantitative, rather than qualitative techniques. (Nargundkar, 2008, p.39)

Based on Sekaran & Bougie (2013), conclusive research design divides into two categories, descriptive and causal research. The researcher uses causal study in this research. Causal studies are at the heart of the scientific approach to research. Such studies test whether or not one variable causes another to change. In causal study, the researcher is interested in delineating one or more factors that are causing the problem. In other words, the intention of the researcher conducting a
causal study is to be able to state that variable X causes variable Y. So, when variable X is removed or altered in some way, problem Y is solved (note that quite often, however it is not just one variable that causes a problem in organizations).

3.2 Research Instrument

3.2.1 Primary Data
Primary sources of data have been described as those items that are original to the problem under study and may be thought of as being in two categories. First are the remains of a given period. Second is had direct physical relationship with the events (Cohen et al, 2007, p.212). The researcher uses primary data for this research of the study from the questionnaire distribution in the survey.

3.2.2 Secondary Data
Boslaugh, cited in Koziol, et al., (2015) define secondary data as analysis of data collected by someone else. Supporting Boslaugh (2007) stated that secondary data is data collected from a source that has already been published in any form such as books, journals, articles, and periodicals. Other researcher, Vartanian (2011) also stated that secondary data can be including any data that are investigated to answer a research question for which the data were collected. In other words, secondary data are those which have already been collected by someone else and have gone through the statistical machines. Thus, secondary data is used in order to complete the data that the primary data did not provide from existed information. The researcher uses secondary data for this research of the study directly from the internet, which are websites, e-journals, etc.

Research Instrument is the tool that used to answer the research questions that stated in the previous chapter. The Researcher intention is to gather the information from as much various sources. Data can be obtained from primary or secondary data, Primary data refers to information obtained first-hand by the researcher on the variables of interest for specific purpose of the study and
secondary data refer to information gathered from sources that already exist (Sekaran & Bougie, 2010). In order to fulfill the validity of this research, the researcher uses primary data through personally administered questionnaires.

<table>
<thead>
<tr>
<th>No.</th>
<th>Mode of Data Collection</th>
<th>Advantages</th>
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<tbody>
<tr>
<td>1.</td>
<td>Personally Administered Questionnaires</td>
<td>Can establish rapport and motivate respondent.</td>
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<td>Doubts can be clarified.</td>
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<td></td>
<td></td>
<td>Less expensive when administered to groups of respondents.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Almost 100% respond rate ensured.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anonymity of respondent is high.</td>
</tr>
</tbody>
</table>

**TABLE 3.2 ADVANTAGES OF DIFFERENT QUESTIONNAIRES**

*Source: Sekaran & Bougie (2013), Research Methods for Business, p.147 - 148*

Questionnaire is a widely used and useful instrument for collecting survey information, providing structured, often numerical data, being able to be administered without the presence of the researcher, and often being comparatively straightforward to analyze (Cohen et al, 2007, p.317).

According to Cohen et al, (2007, p.318), there are staged sequences for planning a questionnaire, as follows:

1. Decide the objectives of the questionnaire.
2. Decide the population and the sample.
3. Generate the topics/construct/concepts/issues to be addressed and data required in order to meet the objectives of the research.
4. Decide the kinds of measures/scales/questions/responses required.
5. Write the questionnaire items.
6. Check that each issue from (3) has been addressed, using several items for each issue.
7. Pilot the questionnaire and refine items as a consequence.
8. Administer the final questionnaire.

Using questionnaire as the tool to collect and analyze data can choose several types of questionnaire items. According to Cohen et al, (2007, p.321), there are several types of questionnaire items, as follows:

1. Closed-ended questions
   A closed-ended question limits respondents with a list of answer choices from which they must choose to answer the question. Closed-ended questions can be in the form of multiple choice, scale format, rank ordering, and rating scales.

2. Open-ended questions
   Open-ended question is very attractive device for smaller scale research or for those sections of a questionnaire that invite an honor, personal comment from respondents in addition to ticking numbers and boxes.

According to Cohen at al, (2007, p.321), if a closed and structured questionnaire is used, enabling patterns to be observed and comparisons to be made, then the questionnaire will need to be piloted and refined so that the final version contains as full a range of possible responses as can be reasonably foreseen. The researcher is using Closed-ended questions in this research which conducted through Likert scale.

Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale. The researcher chooses Likert-type scale for this research since the data is ordered categorical response (Elosua, 2011). The purpose of this questionnaire is to analyze the level of agreement of each respondent with each item of statement. The measurement is based on these five-point scales ranging from strongly disagree to strongly agree (Rensis Likert) :

5. Strongly Agree
4. Agree
3. Neutral
2. Disagree
1. Strongly Disagree

3.2.1 Data Analysis
In analyzing and observing the data obtained, the researcher uses two major programs that are have statistic relation. The first program that the researcher uses is Microsoft Excel. The function of Microsoft Excel program is intended to tabulate the data obtained from questionnaire distributions. It simplifies the researcher to analyze and observe the data.

The second program is Statistical Package for Social Science (SPSS) 21 version. SPSS is used by the researcher to quantitatively examine the data obtained from questionnaires distribution. SPSS has been recognized to be helpful and support the statistical data investigation. In this research, SPSS was used to analyze reliability, validity, correlation, and binary logistic regression analysis.

3.2.2 Sampling Design
Sampling Design is part of statistical methodology that related in taking a portion of the population. If a sampling is done correctly, statistical analyze can be used to generalize a whole population. There are two major types of sampling design: probability and non-probability sampling. In non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects (Sekaran & Bougie, et al, 2013, p.245).

To determine the sample size, the researcher refers to theory of (Malhotra, 2010) stated that for unknown population the sample size at least 4 times or 5 times of total questions of variables or item to be used in research. Thus, the researcher decides to choose 200 respondents are chosen as the sample of this research. In this research, the researcher are using unknown population and using 26 statement in the questionnaire, 26 statement x 4 times = 104 sample sizes. Then, at least the researcher has to spread the questionnaire to 104 respondents. Thus, the
researcher decides to choose 148 respondents are chosen as the sample of this research.

According to Roscoe (cited in Sekaran & Bougie, 2010), convenience sampling is one of elements of non-probability where the respondent can be obtained quickly and efficiently. It involves collecting questionnaires from respondents who are conveniently available to provide it. In the convenience sampling, the selection of the respondents happens because they are in the right place at the right time. Thus, the convenience sampling is used on this research, the respondent of this research is only those who ever bought Pantene shampoo in Kota Kasablanka.

3.2.3 Population
Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences or based on sample statistics (Sekaran & Bougie, et al, 2013, p.240). In this research of study, the research population is focused on Pantene shampoo buyer at Carefour Hypermart, Kota Kasablanka.

The target population for this research is adolescent consumers who ever purchased Pantene shampoo in Kota Kasablanka. The respondents are both male and female classified age range by Healthy Department. The range of age classified into 4 groups. Early teenager is 12 – 16 years old, last teenager is 17 – 25 years old, early adult is 26 – 35 years old and adult up to elder is above 35 years old. Since the consumer of Pantene shoes therefore the researcher take the 12 – 16 as the first range because at this year’s male and female have already purchased Pantene shampoo which provided by Pantene shampoo.

3.2.4 Sample
Sample is a subset of the population. It comprises some members selected from it ( Sekaran & Bougie, et al, 2013, p.241). In determining the sample size, the
researcher refers to the theory of (Maholtra, 2011) which says, for unknown population the sample size must be at least 4 or 5 times of the total questions used in the research. Whereas, Sekaran & Bougie (2010) suggest that sample size which are larger than 30 and less than 500 normally applicable for most research. Sampling design is part of statistical methodology that related in taking a portion of the population. If a sampling is done correctly, statistical analysis can be used to generalize the whole population. There are two major type of sampling design: probability and non-probability sampling. In this research, the researcher has chosen 148 respondents as the sample.

3.3 Validity, Reliability, Correlation, and Multicollinearity

3.3.1 Validity
According to (McBurney & White, 2009), Validity is an indication of accuracy in terms of the extent to which a research conclusion correspond whit reality. According to Hair et al, (2010, p.125), validity is the extent which a scale or set of measures accurately represents the concept of interest. According to Cohen et al, (2007, p.133), quantitative research possesses a measure of standard error which is inbuilt and which has to be acknowledged. In quantitative data, validity might be improved through careful sampling, appropriate statistical treatments of data. According to Cohen, et al, (2007, p.164), each question of the questionnaire can be said valid if the significance level is \( \leq \alpha (0.05) \).

\[
df = n - \text{Independent Variable}
\]

Where,
Df = degrees of freedom
N= number of pretest respondents
3.3.2 Reliability
According to Hair et al. (2010, p.124), reliability is an assessment of the degree of consistency between multiple measurements of a variable. The item-to-total correlations should exceed 0.50 and that the inter item correlation exceed 0.30. The lower limit for Cronbach’s alpha is 0.70, although it may decreases to 0.60 in exploratory research. Cronbach’s alpha has positive relationship to the number of item in the scale because increasing the number of items.

3.3.3 Descriptive Analysis
According to Sekaran & Bougie (2010), a descriptive analysis is appropriate when the research goal consists of describing a phenomenon in a certain situation through provision of a profile of factors and variables and depiction of significant aspects. It displays information in a meaningful way and helps us to think systematically about the phenomenon of interest (Sekaran & Bougie, 2010).

3.3.4 Correlation
This research, the research uses Spearman’s rank correlation coefficient because the nature of the data is ordered categorical data. Spearman’s rank correlation coefficient is used to measure the strength of the association between two variables that are nonparametric (Ordinal data) (Hauke & Kossowski, 2011).

\[
rs = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}
\]

*Equation 3.3 Spearman’s rank correlation coefficient*

Where, \( rs \) = Spearman correlation value  
\( N \) = number of paired ranks  
\( d \) = difference between the paired rank

The interpretation of correlation strength for spearman are “0.00-0.19” is very weak, “0.20-0.39” is weak, “0.4-0.59” is moderate, “0.60-0.79” is strong and “0.80-1.00” is very strong.
3.3.5 Multicollinearity

Multicollinearity defines as existence of nearly linear dependency among columns of the design matrix X in linear prediction model (Yakubu, 2010). The multicollinearity can be check through correlation from the correlation table. If the data greater than 0.8 it means that it has multicollinearity, if the data is smaller than 0.8, the data does not have multicollinearity and it’s fine to be further used in this research.
3.4 Data Collection

The researcher collected the primary data from distributing questionnaires to 200 respondents. For the secondary data, the researcher collected it from journals, books, websites, and other sources. The researcher use two methods which are data that the researcher collected (Primary data) or data that is gathered and maintained by others (secondary data).

![Flowchart of Research Framework](image)

**FIGURE 3.3 RESEARCH FRAMEWORK**

*Source: Adapted by Researcher (2015), based on Uma Sekaran, Roger Bougie, Research Methods for Business (2013)*
Figure 3.3 shows a research framework that will be used by the researcher. Each level of activity in this framework will be done by the researcher carefully and correctly.

3.6 Testing the hypothesis

3.6.1 Binomial Logistic Regression
Stombergson (2009) described binary logistic regression is the method of choice used when the dependent variable is binary and the researcher would like to explore the relative influence of continues and/or categorical independent variables on the dependent variable and to determine effects between the independent variables. According to Wuensch (2011), binary logistic regression usually used when the data with liker-type scale response with “strongly disagree” to “strongly agree”.

3.6.1.1 Classification Table
The predictive success of the logistic regression can be assessed by looking at the classification table, showing correct and incorrect classification of the dichotomous, ordinal, or polytomous dependent. The overall percentage describes the precision of the model (David Garson, 2011).

3.6.1.2 Model Summary
Model Summary in logistic regression is indicating the ability of independent variable in explaining the dependent variable or measuring the strength of association. Cox & Snell R Square show the minimum value of strength whereas Nagelkerke R Square shows the maximum value of overall strength association. (David Garson, 2011)
3.6.1.3 Omnibus Test
The omnibus test may be interpreted as a test of the capability of all predictors in the model jointly to predict the response (dependent) variable. A finding of significance when the value is below than 0.05, meaning all independent variable has simultaneous significant to the dependent variable. (David Garson, 2011)

3.5.1.4 Partial Test
This test aims to find out if there is partial significant impact of each independent variable on dependent variable. A finding of significance if the value of sig. below than 0.05, and Exp(B) shows the nature of impact whether positive or negative. (David Garson, 2011).
CHAPTER IV

DATA RESULT AND ANALYSIS

In this chapter, the researcher report about company profile, the questionnaire, validity and reliability, and then descriptive analysis which included about respondent profile. Also the researcher report likert scale question, correlation analysis, hypothesis testing and finally, the interpretation of the result will also be discussed on this chapter.

4.1 Company Profile

4.1.1 Procter & Gamble International

Established in Cincinnati, Ohio, United States and founded by a candlemaker William Procter and soapmaker James Gamble on October 31, 1837. Known as P&G Company as an American Multinational Consumer Goods which produced personal care and sells approximately 250 brands to nearly 5 billion consumers around the world. Having a headquarter in Ohio, United States, P&G has operations in more than 70 countries and employs more than 106,000 people worldwide.

In 1890, P&G has sold more than 30 different types of soap, including Ivory. They used innovative advertising marketing to sell their product to the market and it made more demand for P&G soaps continue to increase. The laboratory research continue to produce innovative new products, such as Ivory flakes, Chipso, and Dreft. All these products promoted through innovative techniques, such as “soap opera” radio, product sampling and premium promotional.

In 1924, P&G formed market research division to learn what is wants and needs of the customer and also the customer buying behavior. In 1945, P&G become a company who have value of $350 million and began to expand its business across
the world with the acquisition of Thomas Hedley & Co., Ltd., in England. P&G also introduced their new product, Tide, as the successful product after Ivory soap.

In 1955, P&G produced the first toothpaste with fluoride, Crest. Then P&G entered the paper product business line with Charmin Paper Mills, the toilet tissue and napkin maker in 1957. P&G created and introduced revolutionary diaper product, Pampers and come out with Head & Shoulders shampoo in 1961. P&G acquired a number of other companies that diversified its products line and significantly increased profits. These acquisition included Folgers Coffee, Norwich Eaton Pharmaceutical, Richardson-Vicks, Max Factor, Noxell and Pantene shampoo.

4.1.2 Procter & Gamble Indonesia

Procter & Gamble Indonesia established in 1989 as the consumer goods company. This large companies were already very experienced in the various countries is not hasty to sell 300 superior product brands to the Indonesian market. But by choosing which of the products best suited to the characteristics of Indonesian society which consider many factors of Indonesia culture, habits and climate that occurred in Indonesia.

The company slowly started to show good progress with the launch of its flagship product, such as Pantene shampoo, Rejoice and Head & Shoulders that received by Indonesian market. This shampoo product variants holds a 30% Indonesia shampoo market. Several years later, the company was able to compete with other US companies, Unilever company. Procter & Gamble Indonesia produces other products such as skin care products Oil of Olay, Whisper sanitary napkins, Pampers baby diapers, Gillete man shaver and medicines such as Vicks Formula 44 and Vicks Inhaler.
The company continues to grow because it is always seen and updates about the desire and demand of the Indonesian people who are always changing. By harnessing the power of great management, they can read the needs of the market and manufacture products that meet the needs and wants of Indonesian people.

4.1.3 Pantene shampoo

Pantene shampoo is one of the famous products of Procter&Gamble International, which was launched in 1945. P&G Company innovate through Pantene shampoo with Pro-Vitamin materials. Pantene Pro-V has the advantage can improve the health of the hair, protecting hair's moisture and maintain the elasticity of the hair. Pantene has four types of products, such as shampoo, conditioner, rinse-off treatment daily and leave-on treatment. In Indonesia, Pantene shampoo has several variants with different benefits from each variant.

<table>
<thead>
<tr>
<th>Shampoo Variant</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Moisture Renewal</td>
<td>Minimize split ends and makes hair healthier</td>
</tr>
<tr>
<td>Total Damage Care</td>
<td>Intense moisturizing action, up to 10x damage protection, leaves hair healthier and shinier</td>
</tr>
<tr>
<td>Hair Fall Control</td>
<td>Strengthens hair from inside and outside-from base to tip, up to 98% less hair fall, hair will be smoother and manageable</td>
</tr>
<tr>
<td>Silky Smooth Care</td>
<td>Maintain essential moisture, prevent excess moisture and hair feels softer in any weather</td>
</tr>
<tr>
<td>Nature Care Fullness and Life</td>
<td>Locks in essential moisture, shuts out excess humidity, and hair will be bunchier in 14 days</td>
</tr>
<tr>
<td>Anti Dandruff</td>
<td>Improves the vitality of hair and helps</td>
</tr>
</tbody>
</table>
4.2 Data Result and Analysis

4.2.1 Pilot Test

Before the questionnaire distributed to the respondent, the researcher conducts a pilot test to 30 respondents; the result of this questionnaire will be used to validity and reliability test.

4.2.1.1 Validity Test

The researcher compares the results Corrected item total Correlation with the $r$ table value in the validity test. From 30 questionnaires, the value of $r$ table is calculated by using spearman’s $r$ table with degree of freedom 26 from the difference of total pilot test and independent variable. Therefore, the value of $r$ table is 0.390.

$$df = n - \text{ independent variable}$$
$$df = 30 - 4 = 26$$

The statement is valid if the value of Corrected Item Total Correlation is more than value of $r$ table (Hikmawati, 2012).
<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Corrected Item Total</th>
<th>R-Table Value</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Product 1</td>
<td>0.455</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>Product 2</td>
<td>0.697</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>Product 3</td>
<td>0.677</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>4</td>
<td>Product 4</td>
<td>0.669</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>5</td>
<td>Product 5</td>
<td>0.631</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>6</td>
<td>Price 1</td>
<td>0.627</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>7</td>
<td>Price 2</td>
<td>0.634</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>8</td>
<td>Price 3</td>
<td>0.658</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>9</td>
<td>Price 4</td>
<td>0.542</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>10</td>
<td>Price 5</td>
<td>0.461</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>11</td>
<td>Place 1</td>
<td>0.649</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>12</td>
<td>Place 2</td>
<td>0.546</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>13</td>
<td>Place 3</td>
<td>0.871</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>14</td>
<td>Place 4</td>
<td>0.712</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>15</td>
<td>Place 5</td>
<td>0.571</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>16</td>
<td>Place 6</td>
<td>0.689</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>17</td>
<td>Promotion 1</td>
<td>0.500</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>18</td>
<td>Promotion 2</td>
<td>0.591</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>19</td>
<td>Promotion 3</td>
<td>0.595</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>20</td>
<td>Promotion 4</td>
<td>0.450</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>21</td>
<td>Promotion 5</td>
<td>0.582</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>22</td>
<td>Brand Awareness 1</td>
<td>0.516</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>23</td>
<td>Brand Awareness 2</td>
<td>0.477</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>24</td>
<td>Brand Awareness 3</td>
<td>0.627</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>25</td>
<td>Brand Awareness 4</td>
<td>0.606</td>
<td>0.398</td>
<td>Valid</td>
</tr>
<tr>
<td>26</td>
<td>Brand Awareness 5</td>
<td>0.494</td>
<td>0.398</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Constructed by researcher, Primary Data – SPSS V.21 (2015)
4.2.1.2 Reliability Test

Based on Sardjono & Kristin (2013), a variable can be conclude reliable if the value of Cronbach’s Alpha is higher than 0.6 and it is accepted to be good indication for reliability scale. Cronbach’s Alpha is used as the formula to determine how the items in a set are positively correlated to one another. The result of reliability test after omitting the questionnaire that is not valid will be shown in the table below.

**TABLE 4.3: RELIABILITY TEST**

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>.933</td>
</tr>
</tbody>
</table>

*Source: Constructed by researcher, Primary Data – SPSS V.21 (2015)*

4.3 Descriptive Analysis

Initially, the researcher spread 200 questionnaire and determines all the result of questionnaire and classifies the questionnaire whether qualified or not qualified. The researcher found outliers such as the profile and the questionnaire is filled incomplete. 148 questionnaires are qualified and 52 questionnaires are not qualified. The researcher determines a question to classify the questionnaire is qualified or not qualified, the questions is Have you purchased Pantene Shampoo.

4.3.1 Screening

Screening section of respondent for this research is based on have the respondent purchased Pantene shampoo.
4.3.1.1 Screening: Have the respondent purchased Pantene shampoo

All of 148 respondents are ever purchase Pantene shampoo, because the researcher distribute the questionnaire only for the respondent who ever purchased Pantene shampoo.

4.3.2 Respondent Profile

The respondent profile data are used to gain the characteristic of demographic respondents through the questionnaire. The respondent profile are consist of gender, age, latest education, occupation, marital status, purchasing budget of shampoo and frequency of purchasing shampoo in a month. The result as follow:
4.3.2.1 Respondent Profile: Gender

From 148 respondents, there are 22 male and 126 female. Since the respondents are dominated by female, the researcher is focus only to female respondents. It is supported by the sense of the female as people who mostly attracted by primary needs.

4.3.2.2 Respondent Profile: Age

FIGURE 4.4: DEMOGRAPHIC VIEWS (GENDER)

Source: Primary Data, Constructed by Researcher (2015)

FIGURE 4.5: DEMOGRAPHIC VIEWS (AGE)

Source: Primary Data, Constructed by Researcher (2015)
First category can be seen through junior high school and senior high school of 12 – 16 years old and the total respondents are 11. Second category is 17 -25 years old can be seen through upper senior high school, college student and fresh graduate which the respondents believes those respondents already have work and the total respondents is 63 which is the biggest number. The third category is 26 – 35 years old which can be seen through already have married and family, the total respondents is 41. The last category is above 36 years old called as older which has total 31 respondents.

4.3.2.3 Respondent Profile: Latest Education

![Figure 4.7: Demographic Views (Latest Education)](chart)

When the education of respondents are high, the researcher believe that the respondents have more knowledge about hair cleanliness and hair aesthetics. Because Pantene shampoo promote to make the hair will become shiny and beautiful. The highest point of the table is Bachelor degree has 72 respondents. It shows the people who are bachelor degree aware about Pantene shampoo.
The highest respondent who fill the questionnaire are student which are 53 respondents. The second and third highest respondent are private employee and housewife which has 41 respondents and 28 respondents. Following by entrepreneur who is 18 respondents and the lowest is civil servant which only has 10 respondents. The researcher believe the reason why the highest point is student because Pantene shampoo also target their market for people who age 12 – 21 years old.
4.3.2.5 Respondent Profile: Marital Status

![Marital Status Diagram]

**FIGURE 4.8: DEMOGRAPHIC VIEWS (MARITAL STATUS)**

*Source: Primary Data, Constructed by Researcher (2015)*

The table above shows that people who are single mostly buy Pantene shampoo and following by people who have married and already have children. The researcher believes mostly the respondent who still single buy shampoo only for themselves. But for respondent who have been married buy shampoo also for their family.

4.3.1.6 Respondent Profile: The budget for purchasing shampoo in a month

![Budget Diagram]

**FIGURE 4.2: THE BUDGET FOR PURCHASING SHAMPOO IN A MONTH**

*Source: Primary Data, Constructed by Researcher (2015)*
Based on the diagram above shows that 3 respondents spend below Rp 15,000 for purchasing shampoo in a month, 15 respondents spend Rp 15,000 – Rp 20,000 for purchasing shampoo in a month, 57 respondents spend Rp 20,000 – Rp 25,000 for purchasing shampoo in a month, and 73 respondents spend above Rp 25,000 for purchasing in a month.

4.3.2.7 Respondent Profile: Frequency of purchasing shampoo in a month

![Pie chart showing frequency of purchasing shampoo](image)

**FIGURE 4.3: FREQUENCY OF PURCHASING SHAMPOO IN A MONTH**

*Source: Primary Data, Constructed by Researcher (2015)*

Based on the diagram above, there are 85 respondents purchase shampoo once a month, 45 respondents purchase shampoo twice a month, and 8 respondents purchase shampoo more than twice a month.

4.3.3 Result Likert Scale Question

The first section of the questionnaire let the respondent to fill up their screening information, which are: Have respondent purchased Pantene shampoo, what is the respondent’s budget to purchase shampoo in a month, and how often does the respondent purchase shampoo in a month.

The second section of the questionnaire let the respondent to fill up their personal information, which are: gender, marital status, age, latest education, and
occupation. Likert scale question is answered by the respondents based on their liking.

### 4.3.3.1 Product Question

**FIGURE 4.9: PRODUCT STATEMENT 1**

*Source: Primary Data, Constructed by Researcher (2015)*

Based on the diagram above, there are 63 respondents agreed and 35 respondents strongly agreed that the Pantene shampoo offered variation which give the respondent a lot of choices to purchase their product. Although 23 respondents are neutral, 18 respondents disagreed and the rest of 9 respondents strongly disagreed. But eventually the majority of the respondents agreed that Pantene shampoo offered variation which give the respondent a lot of choices.

**FIGURE 4.10: PRODUCT STATEMENT 2**

*Source: Primary Data, Constructed by Researcher (2015)*
The diagram above shows that the majority of 57 respondents agreed that the brand name of Pantene shampoo are familiar. There are 29 respondents strongly agreed. If both agree and strongly agree are combined, it will more than half of the total respondent which are 148 respondents. It only 3 respondents strongly disagreed that Pantene shampoo’s brand name are familiar.

**FIGURE 4.11: PRODUCT STATEMENT 3**

*Source: Primary Data – Microsoft Excel 2015*

Based on the diagram above shows that the highest number of agree which are 61 respondents is the majority of this diagram. This 61 respondents said that Pantene has good quality and they are feel satisfied to use Pantene shampoo. The second highest number which 34 respondents which said neutral, but that number still lower than those who said agree.

**FIGURE 4.12: PRODUCT STATEMENT 4**

*Source: Primary Data, Constructed by Researcher (2015)*
According to the diagram above, there are 53 respondents agreed that the packaging of Pantene shampoo looks interesting, 38 respondents strongly agreed and 25 respondents put themselves to being neutral. Only 32 respondents said that they didn’t agree with the statement.

![Bar chart showing responses to the statement: The packaging represents the value and quality of the product]

**FIGURE 4.13: PRODUCT STATEMENT 5**

*Source: Primary Data, Constructed by Researcher (2015)*

Based on the diagram above shows there are 55 respondents agree and 30 respondents strongly agree that the packaging of Pantene shampoo represents the value and quality of the product itself. Another 24 respondents stands to be neutral, 31 disagreed and the rest of 8 respondents strongly disagreed.

**4.3.3.2 Price Question**

![Bar chart showing responses to the statement: Pantene shampoo prices are reasonable]

**FIGURE 4.14: PRICE STATEMENT 1**

*Source: Primary Data, Constructed by Researcher (2015)*
Based on the diagram above shows 67 respondents agreed and 23 respondents strongly agreed that Pantene shampoo prices are reasonable. There are only 8 respondents disagreed and 8 respondents strongly disagreed. The rest of 31 respondents stand to be neutral. So the majority of the respondents agree that Pantene shampoo provides reasonable prices.

The price of Pantene shampoo equal to the quality that I receive

FIGURE 4.15: PRICE STATEMENT 2

Source: Primary Data, Constructed by Researcher (2015)

Based on the diagram above shows there are 54 respondents agreed and 26 respondents strongly agreed that feel the price of Pantene shampoo equal to the quality that they receive. Even 9 respondents strongly disagreed, 23 respondents disagreed, and also 36 respondents are neutral, but the majority of the respondents agreed that how much they paid for Pantene shampoo is equal to the quality that they receive.
Based on the diagram, 53 respondents agreed and 19 respondents strongly agreed that the price of Pantene equal to the benefit that they get. There are 9 respondents strongly disagreed and 29 respondents disagreed. Another 28 respondents put themselves to being neutral.

After asking the respondent by distribute the questionnaire, 50 respondents agreed and 20 respondents strongly agreed that when they want to buy Pantene shampoo, they look the price of Pantene shampoo is competitive compared to other
competitor shampoo. The second highest number is 44 respondent who stand to be neutral, but that number still lower than those who agreed.

![Price Statement Chart](image)

**FIGURE 4.18: PRICE STATEMENT 5**

*Source: Primary Data, Constructed by Researcher (2015)*

According to the diagram above shows there are 52 respondents agreed and 22 respondents strongly agreed that Pantene shampoo offers seasonal and flexible prices strategy. Even 40 respondents are neutral, 26 respondents disagreed, and the rest of 8 respondents strongly disagreed, but the majority of the respondents agreed if Pantene shampoo offers seasonal and flexible prices strategy.

**4.3.3.3 Place Question**

![Place Statement Chart](image)

**FIGURE 4.19: PLACE STATEMENT 1**

*Source: Primary Data, Constructed by Researcher (2015)*
Based on the diagram above shows that there are 67 respondents agreed and 26 respondents strongly agreed that they can get Pantene shampoo through distributional channels. Even there are only 29 respondents are neutral, 16 respondents disagreed and 10 respondents strongly disagreed, but the majority of this diagram agree to the statement.

![More stores sell Pantene shampoo, as compared to its competing brands](chart)

**FIGURE 4.20: PLACE STATEMENT 2**

*Source: Primary Data, Constructed by Researcher (2015)*

Based on the diagram above shows there are 54 respondents agreed and 24 respondents strongly agreed that more stores sell Pantene compared to its competing brands. Even 32 respondents are neutral, 30 respondents disagreed, and the rest of 8 respondents strongly disagreed, but the majority of the respondents agreed that respondent consider that more store sell Pantene shampoo rather than other competing brands.
Based on the diagram above, 65 respondents agreed and 23 respondents strongly agreed that they can easily find Pantene shampoo. 25 of 148 respondents choose to be neutral, 22 respondents disagreed, and the rest of 13 respondents strongly disagreed and said they hardly to find Pantene shampoo. But the majority of the respondents agreed that the respondent easily find Pantene shampoo.

According to the diagram above shows there are 59 respondents agreed and 31 respondents strongly agreed that they can access the stores where sells Pantene shampoo by public transportation. There are only 8 respondents who said strongly
disagree, 19 respondents agreed, and 31 respondents are neutral. But the majority of this statement are agreed to the statement.

**FIGURE 4.23: PLACE STATEMENT 5**

*Source: Primary Data, Constructed by Researcher (2015)*

Based on the diagram above shows there are 49 respondents agreed and 33 respondents strongly agreed that they can buy Pantene shampoo every time they need because Pantene shampoo always stocked-in the stores. 36 respondents choose to be neutral, 20 respondents disagreed and the rest of 10 respondents strongly disagreed with the statement, but the majority agreed to the statement.

**FIGURE 4.24: PLACE STATEMENT 6**

*Source: Primary Data, Constructed by Researcher (2015)*
According to the diagram above shows there are 54 respondents agreed and 39 respondents strongly agreed that Pantene shampoo is distributed through as many stores as possible. Even 38 respondents are neutral, 13 respondents disagreed, and the rest of 4 respondents strongly disagreed, but the majority of the respondents agreed if Pantene shampoo is distributed through as many stores as possible.

4.3.3.4 Promotion Question

There are various methods of promotions done by Pantene shampoo (event, brochure, discount, etc).

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>6</td>
<td>23</td>
<td>34</td>
<td>24</td>
<td>61</td>
</tr>
</tbody>
</table>

FIGURE 4.25: PROMOTION STATEMENT 1

Source: Primary Data, Constructed by Researcher (2015)

After asking the respondent by distribute the questionnaire, 61 respondents agreed and 24 respondents strongly agreed that they think Pantene shampoo has done many various of promotion activities, such as event, brochure, discount promotion, etc. There are also 34 respondents stand to be neutral, 23 respondents said disagree, and the rest of 6 respondents strongly disagreed. But the majority of the respondent is agreed to the statement.
Based on the diagram above shows there are 51 respondents agreed and 15 respondents strongly agreed that the Pantene shampoo’s advertisements are good and interesting and attract them to buy Pantene shampoo. Although 40 respondents are neutral, 33 respondents disagreed and the rest of 9 respondents strongly disagreed. But eventually, the majority of the respondents agreed that Pantene shampoo has good or interesting advertisement to attract them to buy Pantene shampoo.

According to the diagram above shows there are 57 respondents agreed and 36 respondents strongly agreed that the advertisements of Pantene shampoo are frequently seen through media, such as TV, radio, billboards.
frequently seen through media, such TV, radio, billboards. Even 24 respondents are neutral, 22 respondents disagreed, and the rest of 9 respondents strongly disagreed, but the majority of the respondents agreed if they frequently seen Pantene shampoo’s advertisements through some media.

Based on the diagram above shows that there are 51 respondents agreed and 26 respondents strongly agreed that they think the advertising campaigns of Pantene shampoo seem very creative rather than another competing brands. Even there are only 36 respondents are neutral, 25 respondents disagreed and 10 respondents strongly disagreed, but the majority of this diagram agree to the statement.

**FIGURE 4.28: PROMOTION STATEMENT 4**

*Source: Primary Data, Constructed by Researcher (2015)*
According to the diagram above shows there are 55 respondents agreed and 27 respondents strongly agreed that Pantene shampoo provides discount and other promotional scheme that gives them a better value for the money spent. Even 31 respondents are neutral, 27 respondents disagreed, and the rest of 8 respondents strongly disagreed, but the majority of the respondents agreed if discount and other promotional scheme attached with Pantene shampoo gives them a better value for the money spent.

### FIGURE 4.30: BRAND AWARENESS STATEMENT 1
*Source: Primary Data, Constructed by Researcher (2015)*
Based on the diagram above shows that there are 67 respondents agreed and 21 respondents strongly agreed that they can recall symbol and logo of Pantene shampoo quickly. Even there are only 26 respondents are neutral, 27 respondents disagreed and the rest of 7 respondents strongly disagreed, but the majority of this respondent agreed to the statement.

![Bar Chart: I do consider value for money is the most important factor when I am going to purchase Pantene shampoo]

**FIGURE 4.31: BRAND AWARENESS STATEMENT 2**

*Source: Primary Data, Constructed by Researcher (2015)*

According to the diagram above shows there are 67 respondents agreed and 13 respondents strongly agreed that they consider value of money is the most important factor when they are willing to purchase Pantene shampoo. Even 40 respondents are neutral, 20 respondents disagreed, and the rest of 8 respondents strongly disagreed, but the majority of the respondents agreed to the statement.

![Bar Chart: I do have adequate knowledge of Pantene shampoo than other shampoo brands in the market]

**FIGURE 4.31: BRAND AWARENESS STATEMENT 2**

*Source: Primary Data, Constructed by Researcher (2015)*

According to the diagram above shows there are 67 respondents agreed and 13 respondents strongly agreed that they consider value of money is the most important factor when they are willing to purchase Pantene shampoo. Even 40 respondents are neutral, 20 respondents disagreed, and the rest of 8 respondents strongly disagreed, but the majority of the respondents agreed to the statement.
FIGURE 4.32: BRAND AWARENESS STATEMENT 3

Source: Primary Data, Constructed by Researcher (2015)

According to the diagram above shows there are 47 respondents agreed and 19 respondents strongly agreed that they have adequate knowledge about Pantene shampoo rather than other competing brands. Even 40 respondents are neutral, 32 respondents disagreed, and the rest of 10 respondents strongly disagreed, but the majority of the respondents agreed if they have adequate knowledge about Pantene shampoo compared to another competing brands in the market.

FIGURE 4.33: BRAND AWARENESS STATEMENT 4

Source: Primary Data, Constructed by Researcher (2015)

According to the diagram above shows there are 52 respondents agreed and 15 respondents strongly agreed that they put Pantene shampoo as the highest choice when they are going to make a purchase decision. Even 39 respondents are neutral, 37 respondents disagreed, and the rest of 5 respondents strongly disagreed, but the majority of the respondents agreed if the position of the choice set is extremely high towards Pantene shampoo when they’re going to make a purchase decision.
FIGURE 4.34: BRAND AWARENESS STATEMENT 5

*Source: Primary Data, Constructed by Researcher (2015)*

Based on diagram in the figure 4.34, 9 respondents are strongly disagree, 20 respondents are disagree, 34 respondents are neutral, 61 respondents are agree and 24 of 148 respondents are strongly agree with the statement. Therefore the majority respondents are agree with the statement.

I can recall competitive brands easily when I'm going to purchase Pantene shampoo

![Bar chart showing the distribution of responses to the statement: 9 strongly disagree, 20 disagree, 34 neutral, 61 agree, and 24 strongly agree.](chart.png)
4.4 Correlation Test and Multicolinearity Analysis

4.4.1 Correlation

Table 4.4 SPEARMAN’S RANK ORDER CORRELATION

<table>
<thead>
<tr>
<th>Correlations</th>
<th>AVG_PRD</th>
<th>AVG_PRI</th>
<th>AVG_PLA</th>
<th>AVG_PRM</th>
<th>AVG_BAW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman’s rho</td>
<td>1.000</td>
<td>0.632</td>
<td>0.631</td>
<td>0.703</td>
<td>0.722</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>N</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
</tr>
<tr>
<td>AVG_PRI Correlation Coefficient</td>
<td>.632</td>
<td>1.000</td>
<td>0.676</td>
<td>0.680</td>
<td>0.713</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>N</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
</tr>
<tr>
<td>AVG_PLA Correlation Coefficient</td>
<td>.631</td>
<td>0.676</td>
<td>1.000</td>
<td>0.707</td>
<td>0.739</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>N</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
</tr>
<tr>
<td>AVG_PRM Correlation Coefficient</td>
<td>.703</td>
<td>.680</td>
<td>.707</td>
<td>1.000</td>
<td>.708</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>0.000</td>
<td>0.000</td>
<td>.</td>
<td>0.000</td>
</tr>
<tr>
<td>N</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
</tr>
<tr>
<td>AVG_BAW Correlation Coefficient</td>
<td>.722</td>
<td>.713</td>
<td>.739</td>
<td>.708</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
<td>148</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Constructed by Researcher, SPSS V.21 (2015)

The correlation between each variable from table above shows:

1. The correlation between variable product and variable brand awareness is significant. The value of this correlation is .722 which indicated as strong. The nature of the correlation is positive, which means when the product variable is increase then the brand awareness also increase.

2. The correlation between variable price and variable brand awareness is significant. The value of this correlation is .713 which indicated as strong. The nature of the correlation is positive.

3. The correlation between variable place and variable brand awareness is significant. The value of this correlation is .739 which indicated as strong. The nature of the correlation is positive, which means when the place distribution increase then the brand awareness also increase.
4. The correlation between variable promotion and variable brand awareness is significant. The value of this correlation is .708 which indicated as strong. The nature of the correlation is positive, which means when the promotion increase then the brand awareness also increase.

4.4.2 Multicollinearity

According to Table 4.4, There is no multicollinearity between product, price, place, and promotion toward brand awareness, since the strength of the correlation is not above 0.8. The data is valid when the correlation is below 0.8. According to (Ahmet, 2010), if the data is less than 0.8 it means that the data does not have multicollinearity and is fine to be further used in the research. So, the researcher does not find the multicollinearity on Correlation Table.

4.5 Binomial Logistic Regression

4.5.1 Output Overall Percentage

**TABLE 4.5 CLASSIFICATION TABLE STEPS 0**

<table>
<thead>
<tr>
<th>Classification Table</th>
<th>Predicted</th>
<th>Percentage Correct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observed</td>
<td>AVG_BAW</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Step 0: BAW</td>
<td>0</td>
<td>44</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>104</td>
</tr>
<tr>
<td>Overall Percentage</td>
<td>70.3</td>
<td></td>
</tr>
</tbody>
</table>

*a. Constant is included in the model.

b. The cut value is .500

Source: Constructed by Researcher, SPSS V.21 (2015)

The classification table shows that there are 104 samples were agreed and there are 44 samples who disagreed. The total amount of the sample is 148 samples. So that overall percentage value before the brand awareness included is 70.3. It means that the beginning percentage of brand awareness is 70.3 before some
independent variable input to the research. Therefore the overall percentage of the model is $104/148 = 70.3\%$ meaning the precision of model before adding independent variable is 70.3%.

**TABLE 4.6 CLASSIFICATION TABLE ADDING 1 INDEPENDENT VARIABLE**

![Classification Table]

Source: Constructed by Researcher, SPSS V.21 (2015)

The table 4.5 shows the empirical dependent variable after adding 1 independent variable which is product. The amount of sample is 148, therefore the overall percentage after adding 1 variable brand association into the model $26+96/148 = 82.4\%$, it means the model improve 12.1%.

**TABLE 4.7 CLASSIFICATION TABLE ADDING ALL INDEPENDENT VARIABLE**

![Classification Table]

Source: Constructed by Researcher, SPSS V.21 (2015)

The table 4.7 shows the overall percentage after adding all independent variable $(32+101)/148 = 89.9\%$. It increased 7.5% from before adding independent
variable. Therefore the precision of the model is 89.9%. The higher percentage the higher the precision of the model will be.

4.5.2 Pseudo R Square

TABLE 4.8 PSEUDO R SQUARE

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>-2 Log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>85.573*</td>
<td>.472</td>
<td>.671</td>
</tr>
</tbody>
</table>

*Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Source: Constructed by Researcher, SPSS V.21 (2015)

In table 4.8 Cox & Snell R Square shows 0.472 Nagelkerke R Square shows 0.671 which indicates the ability of independent variable in explaining the dependent variable is suggesting between 47.2 % and 67.1%. Model Summary in logistic regression is indicating the ability of independent variable in explaining the dependent variable or measuring the strength of association. Cox & Snell R Square show the minimum value of strength whereas Nagelkerke R Square shows the maximum value of overall strength association. (David Garson 2011). So, the minimum value of strength is 47.2% and the maximum value of overall is 67.1%.

4.5.3 Omnibus Test

TABLE 4.9 OMNIBUS TEST

<table>
<thead>
<tr>
<th>Omnibus Tests of Model Coefficients</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>94.560</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Block</td>
<td>94.560</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Model</td>
<td>94.560</td>
<td>4</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Constructed by Researcher, SPSS V.21 (2015)
In Ominbus table 4.9, the Chi-square shows 94.560 on 4 degree of freedom. This Chi-square, 94.560 > Chi-square distribution table on 4 degree of freedom (9.488) or with a significance of 0.00 (< 0.05) to reject H05. It indicates that the addition of independent variable could impact significantly to dependent variable. Therefore there is simultaneous significant impact of product, price, place, and promotion on brand awareness.

4.5.4 Output (Product, Price, Place, Promotion)

TABLE 4.10 VARIABLES IN THE EQUATION

<table>
<thead>
<tr>
<th>Variables in the Equation</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1*</td>
<td>PRD</td>
<td>1.498</td>
<td>5.098</td>
<td>1</td>
<td>.024</td>
<td>4.473</td>
</tr>
<tr>
<td></td>
<td>PRI</td>
<td>2.487</td>
<td>15.479</td>
<td>1</td>
<td>.000</td>
<td>12.022</td>
</tr>
<tr>
<td></td>
<td>PLA</td>
<td>.317</td>
<td>.153</td>
<td>1</td>
<td>.696</td>
<td>1.373</td>
</tr>
<tr>
<td></td>
<td>PRM</td>
<td>2.117</td>
<td>8.471</td>
<td>1</td>
<td>.004</td>
<td>8.302</td>
</tr>
<tr>
<td>Constant</td>
<td>-3.569</td>
<td>.806</td>
<td>19.598</td>
<td>1</td>
<td>.000</td>
<td>.028</td>
</tr>
</tbody>
</table>

Source: Constructed by Researcher, SPSS V.21 (2015)

The table above shows that the Independent variables have partial impact towards dependent variable:

1. Since the significant value of product is 0.024 below 0.05, shows that product has partial significant effect toward brand awareness. H01 is rejected.
2. Since the significant value of price is 0.000 below 0.05, shows that price has partial significant effect toward brand awareness. H02 is rejected.
3. Since the significant value of place is 0.696 above 0.05, shows that place has partial significant effect toward brand awareness. H03 is accepted.
4. Since the significant value of promotion is 0.004 below 0.05, shows that promotion has partial significant effect toward brand awareness. H04 is rejected.
From table above result analysis can be conclude that:

1. The Exp(B) of product is 4.473 which is >1. It means product has positive effect toward dependent variable, brand awareness. Therefore in every agreement from respondent in product will increase the probability of the respondent to aware by approximately 4 times.

2. The Exp(B) of brand awareness is 12.022 which is >1. It means price has positive effect toward dependent variable, brand awareness. Therefore in every agreement from respondent in price will increase the probability of the respondent to aware by approximately 12 times.

3. The Exp(B) of place is 1.373 which is >1, therefore the independent variable of place does not have positive effect toward dependent variable, brand awareness.

4. The Exp(B) of promotion is 8.302 which is >1. It means promotion has positive effect toward dependent variable, brand awareness. Therefore in every agreement from respondent in promotion will increase the probability of the respondent to aware by approximately 8 times.

4.6 Interpretation Result

4.6.1 Product towards Brand Awareness of Pantene Shampoo in Carefour Hypermart, Kota Kasablanka

Based on findings in the table 4.10, product has a significant effect toward brand awareness which is 0.024. Every agreement of respondent in product will increase the probability of the respondent to aware Pantene shampoo by approximately 4 times. This is in harmony with research of Raeros & Nugrahani 2012 which found that product did effect brand awareness.

4.6.2 Price towards Brand Awareness of Pantene Shampoo in Carefour Hypermart, Kota Kasablanka

Based on findings in the table 4.10, price has a significant effect toward brand awareness which is 0.000. Every agreement of respondent in price will increase
the probability of the respondent to aware Pantene shampoo by approximately 12 times. This is in harmony with research of Raeros & Nugrahani 2012 which found that price did effect brand awareness.

4.6.3 Place towards Brand Awareness of Pantene Shampoo in Carefour Hypermart, Kota Kasablanka
Based on findings in the table 4.10, place does not have significant effect toward brand awareness which is 0.696. This is in harmony with research of Raeros & Nugrahani 2012 which found that place did not effect brand awareness.

4.6.4 Promotion towards Brand Awareness of Pantene Shampoo in Carefour Hypermart, Kota Kasablanka
Based on findings in the table 4.10, promotion has a significant effect toward brand awareness which is 0.004. Every agreement of respondent in promotion will increase the probability of the respondent to aware Pantene shoes by approximately 8 times. This is in harmony with research of Raeros & Nugrahani 2012 which found that promotion did effect brand awareness.
CHAPTER V

THE CONCLUSION AND RECOMMENDATION

In this chapter, researcher would like to convey the conclusion and the recommendation based on analysis about The Effect of Marketing Mix toward Brand Awareness (A Study Case of Pantene Shampoo at Carefour Hypermart, Kota Kasablanka). The research conduct to know whether those independent variables, which are Product, Price, Place, Promotion have significant effect towards dependent variable which is Brand Awareness. In addition, researcher also wants to know which factor from the independent variables that have biggest effect towards Brand Awareness.

5.1 Conclusion

Based on result analysis, researcher concludes that:

1. $H_{01}$ rejected, means the independent variable of Product has partial significant effect towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
2. $H_{02}$ rejected, means the independent variable of Price has partial significant effect towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
3. $H_{03}$ accepted, means the independent variable of Place does not have partial significant effect towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
4. $H_{04}$ rejected, means the independent variable of Promotion has partial significant effect towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
5. $H_{05}$ rejected, means the independent variable of Product, Price, Place, and Promotion have simultaneous significant effect towards Brand Awareness of Pantene shampoo at Carefour Hypermart, Kota Kasablanka.
5.2 Recommendation

Based on those conclusions wrote above and some finding in this study, there are some possible course of action may be identified. The following recommendations are offered as guidelines or suggestion for consideration and possible application by President University, Procter & Gamble Company, and Future researcher. The following recommendations are made.

5.2.1 For Company

Based on the research, Pantene shampoo has positive result in term of Product, Price, and Promotion toward Brand Awareness. Researcher conclude that the company should concern about these things, such as:

1. For Product, when the statement “The brand name of Pantene shampoo are familiar” being asked to the respondent, the researcher got the unsatisfied result. 36 of 148 respondents choose to be neutral, other 23 respondents choose to be disagreed and 3 respondents choose to be strongly disagreed. Procter & Gamble should concern to those respondent in order to stimulate them to be familiar about the brand. For the respondents who choose agree to that statement, Procter & Gamble should keep maintaining to recall that brand in the public so those respondents will not choose to other brand and keep remind about Pantene shampoo.

2. For Price of Pantene shampoo based on result is already good, the recommendation from the researcher is Pantene shampoo should keep their price stable and maintain the benefit of the consumer get has to be equal to what they paid. If Pantene shampoo wants to increase their price, the researcher suggest Pantene shampoo do not increase the price too high, because the consumer already remember about their current price in the market. The consumer feel Pantene shampoo is reasonable. Because based on the data, the statement “Pantene shampoo prices are reasonable”, 62 of 148 respondents choose to be agree and it conclude that the respondent feel the Pantene shampoo is affordable.
3. For Promotion of Pantene shampoo based on the result is also already good. Because the statement “There are various methods of promotions done by Pantene shampoo (event, brochure, discount, etc)” get 61 of 148 respondent choose to be agree and it proved that the respondent have ever seen some of promotions from Pantene shampoo. The recommendation from the researcher is keep promote Pantene shampoo to make customer remind about that brand.

4. For last recommendation is company should increase the level of Promotion and the value of the Price because the greater level of Promotion and the value of Price will boost Brand Awareness.

5.2.2 For Future Research

The researcher recommends that the future research can be conducted as below:

1. For future researcher, the researcher suggests the future researcher to provide bigger sample size, therefore the future researcher can provide a more specific research on the Effect of Product, Price, and Promotion.

2. The future research are suggested to able to focus on different categories such as cosmetic, food & beverage product, sanitary napkins, and other to produce better findings on the Brand Awareness on the different categories.
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WEBSITE:


APPENDIX 1

QUESTIONNAIRE

My name is Swietenia Harapan Triana, a Marketing student of President University, who is pursuing a study in completing a skripsi as a requirement for a bachelor degree. This research is about Marketing Mix which consist of product, price, place and promotion factors toward brand awareness of Pantene shampoo. Hopefully, you could fill out this short questionnaire properly. Your response is very valuable and useful for this research.

Profile

1. Have you purchased Pantene shampoo?
   a. Yes (Please continue the questionnaire)
   b. No (You may stop to fill in the questionnaire)

2. Age
   a. 12 - 16
   b. 17 - 25
   c. 26 - 35
   d. > 36

3. Gender
   a. Male
   b. Female

4. Occupation
   a. Student (Pelajar, Mahasiswa)
   b. Civil servant (Pegawai Negeri)
   c. Private employee (Pegawai Swasta)
   d. Entrepreneur (Pengusaha)
   e. Housewife (Ibu Rumah Tangga)

5. Latest Education
   a. Junior high school (SMP)
   b. Senior high school (SMA)
   c. Diploma (D3)
   d. Bachelor degree (Sarjana)
   e. Master degree (Magister)

6. Marital Status
   a. Single
   b. Married, with no kids
   c. Married, with kids
   d. Widow

7. What is your budget for shampoo per month?
   a. < Rp 15.000
   b. Rp 15.001 – Rp 20.000
   c. Rp 20.001 – Rp 25.000
   d. > Rp 25.000

8. How often do you purchase shampoo in a month?
   a. Once a month
   b. Twice a month
   c. More than twice a month

Please fill in the statement below with (✓). SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree.
### Product

<table>
<thead>
<tr>
<th>No</th>
<th>Question</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Variation offered by Pantene shampoo give me a lot of choices</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Shampoo Pantene mempunyai banyak varian yang dapat saya pilih)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The brand name of Pantene shampoo are familiar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Saya familiar dengan merek shampoo Pantene)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Pantene has good quality of shampoo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Shampoo Pantene memiliki kualitas yang baik)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The packaging of Pantene shampoo looks interesting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Kemasan shampoo Pantene tampak menarik)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The packaging represents the value and quality of Pantene shampoo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Kemasan shampoo Pantene menggambarkan nilai dan kualitasnya)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Price

<table>
<thead>
<tr>
<th>No</th>
<th>Question</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Pantene shampoo prices are reasonable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Harga shampoo Pantene terjangkau)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The price of Pantene shampoo equal to the quality that I receive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Harga shampoo Pantene sebanding dengan kualitas yang saya terima)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>The price of Pantene shampoo equal to the benefit that I get</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Harga shampoo Pantene sebanding dengan manfaat yang saya dapatkan)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The price of Pantene shampoo offers competitive prices in comparison with other competitor shampoo.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Shampoo Pantene menawarkan harga yang kompetitif jika dibandingkan merek shampoo lain)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Pantene shampoo offers seasonal and flexible prices strategy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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### Place

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<td>Pantene shampoo get to the target customers through the distributional channels</td>
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<td>12</td>
<td>More stores sell Pantene shampoo, as compared to its</td>
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<td>I can easily find Pantene shampoo.</td>
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<td></td>
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<td>14</td>
<td>Easy access by public transportation to the stores where sells Pantene shampoo.</td>
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<td></td>
<td>(Toko yang menjual shampoo Pantene mudah dijangkau dengan transportasi umum)</td>
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<td>15</td>
<td>Pantene shampoo is rarely been stocked-out, so I can always buy them everytime I need.</td>
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<td></td>
<td>(Saya selalu bisa membeli shampoo Pantene saat dibutuhkan karena jarang kehabisan di toko-toko)</td>
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<td>Pantene shampoo is distributed through as many stores as possible.</td>
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<td>(Shampoo Pantene di distribusikan melalui banyak toko)</td>
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**Promotion**

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<tr>
<td>17</td>
<td>There are various methods of promotions done by Pantene shampoo (event, brochure, discount, etc).</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>(Shampoo Pantene melakukan banyak metode promosi seperti menggelar acara, brosur dan menawarkan diskon)</td>
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<tr>
<td>18</td>
<td>Pantene shampoo has good or interesting advertisement to attract me to buy.</td>
<td></td>
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<tr>
<td></td>
<td>(Saya ingin membeli shampoo Pantene karena melihat iklannya yang menarik)</td>
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<tr>
<td>19</td>
<td>The advertisement of Pantene shampoo are frequently seen through media, such as TV, radio, billboards</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Saya sering melihat iklan shampoo Pantene melalui media televisi, radio dan billboard)</td>
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<tr>
<td>20</td>
<td>The advertising campaigns of Pantene shampoo seem very creative, compared to campaigns for competing brands</td>
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<tr>
<td></td>
<td>(Kampanye iklan shampoo Pantene sangat kreatif dibandingkan dengan kampanye oleh merek shampoo lain)</td>
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<td>21</td>
<td>Discount and other promotional scheme attached with Pantene shampoo gives me a better value for the money spent</td>
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<td>(Diskon dan promosi yang ditawarkan shampoo Pantene memberikan nilai yang lebih baik untuk uang yang saya habiskan)</td>
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## Brand Awareness

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<th>SA</th>
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<tbody>
<tr>
<td>22</td>
<td>I can quickly recall symbol and logo of Pantene shampoo (Saya dapat dengan cepat mengingat simbol dan logo shampoo Pantene)</td>
<td></td>
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<tr>
<td>23</td>
<td>I do consider value for money is the most important factor when I am going to purchase Pantene shampoo (Saya menganggap nilai uang adalah faktor terpenting saat membeli shampoo Pantene)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>I do have adequate knowledge of Pantene shampoo than other shampoo brands in the market (Saya memiliki pengetahuan yang memadai tentang shampoo Pantene dibandingkan merek shampoo lain)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>25</td>
<td>The position of the choice set is extremely high towards Pantene shampoo when I’m going to make a purchase decision (Ketika saya memutuskan untuk membeli shampoo, saya menempatkan Pantene sebagai pilihan urutan pertama diantara pilihan lain)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>I can recall competitive brands easily when I’m going to purchase Pantene shampoo (Saya dapat dengan mudah mengingat merek shampoo lain saat ingin membeli shampoo Pantene)</td>
<td></td>
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# APPENDIX 2

## RAW DATA MATERIALS

| 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17  | 18  | 19  | 20  | 21  | 22  | 23  | 24  | 25  | 26  | 27  | 28  | 29  | 30  | 31  | 32  | 33  | 34  |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 0.1 | 0.2 | 0.3 | 0.4 | 0.5 | 0.6 | 0.7 | 0.8 | 0.9 | 1.0 | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 1.7 | 1.8 | 1.9 | 2.0 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 3.0 | 3.1 | 3.2 | 3.3 | 3.4 |
APPENDIX 3

RESPONDENT PROFILE

**Male**
- 22
- 126

**Female**
- 22

**Age**
- 12 - 16: 31
- 17 - 25: 41
- 26 - 35: 63
- > 36: 11

**Occupation**
- Student: 28
- Civil Servant: 53
- Private employee: 18
- Entrepreneur: 10
- Housewife: 18
Latest Education

- Junior High School: 5
- Senior High School: 44
- Diploma: 16
- Bachelor degree: 11
- Master degree: 72

Marital Status

- Single: 90
- Married, with no kids: 10
- Married, with kids: 48
- Widow: 0
APPENDIX 4

SPSS OUTPUT

Pre-Test Questionnaire

### Item-Total Statistics

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<tr>
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<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Squared Multiple Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
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<td>PRD1</td>
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### Item-Total Statistics

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### Item-Total Statistics

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Reliability

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## Correlation

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**, Correlation is significant at the 0.01 level (2-tailed).

### Block 0: Beginning Block

**Classification Table**

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a. Constant is included in the model.

b. The cut value is .500

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<th>Percentage Correct</th>
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a. The cut value is .500
### Omnibus Tests of Model Coefficients

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### Model Summary

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<sup>a</sup> Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

### Variables in the Equation

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<th>Wald</th>
<th>df</th>
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<sup>a</sup> Variable(s) entered on step 1: AVG_PRI, AVG_PLA, AVG_PRM.