THE ANALYSIS OF INFLUENCES OF BRAND EQUITY AND ADVERTISING TOWARD POCARI SWEAT’S PURCHASING INTENTION (CASE STUDY IN CITYWALK, JABABEKA)

By
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CHAPTER I

INTRODUCTION

1.1 Background of Study

In order to survive in this era, company or business should be adaptable with transformation of consumer behavior by figure out high class consumer needs especially in experienced, health, and lifestyle also encourage innovation. On the other hand figure out middle low class purchasing behavior and make sure availability of small packet product with affordable price.

Tight competition in business obliges every company creates strategy which more effective and efficient, simply better than its competitor. One of the most important strategies is marketing strategy. Creative marketing strategies that able to create great brand image which help company to achieve its goals specifically grab huge market share and boost product sales.

Business is already aware about importance of brand existence in the market. It is important because consumers tend to buy product which they remember. How strong the brand exists in their mind is depend on many aspects such as advertisement and existence of product in the market.

Pocari Sweat is product that formulates to replenish water and electrolytes in the body that are lost trough perspiration. This product is the most suitable drink for people going trough dehydration because of everyday physical activities at work, in sports and at home.

Pocari Sweat was introduced in Japan in 1980 and since then has been the favorite health drink for Japanese consumers. Today Pocari Sweat is enjoyed by consumer 14 countries around the globe, including Korea, Indonesia, Malaysia, Hong Kong, China, Thailand, and the United Arab Emirates.
However, Pocari Sweat has tough competitor as isotonic drink in the market. In Asian Market, direct competitor of Pocari Sweat is Gatorade. As top brand in Asia, Pocari Sweat and Gatorade take position as number one alternately. While other competitors such as 100 Plus and Red Bull also following the position as another brand of isotonic drink. It proves by Asia’s Top 1000 brands that hold every year.

Table 1.1 Top 5 Brand Category

<table>
<thead>
<tr>
<th>Top 5 Brand Category</th>
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<tbody>
<tr>
<td>Pocari Sweat</td>
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<td>Gatorade</td>
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<td>100 Plus</td>
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<td>Red Bull</td>
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Source: Top 1000 Brands; Top 5 Brand

While in Asia Market Pocari Sweat has direct competition with Gatorade, in Indonesian Market, Pocari Sweat has direct competition with Mizone. Although Pocari Sweat still leading in brands perspective, but its position is fluctuates each year and in some points, its position is really close to Mizone. It proves by Top Brand Award
In here, Pocari Sweat has fluctuated position in Asia and Indonesia. Pocari Sweat wants to be steadily in first rank from Asia’s perspective. Pocari Sweat also wants its percentage above 50% from brand index in Indonesia.

PT Amerta Indah Otsuka in build Pocari Sweat popularity in the market chooses AelkeMariska and Lee JeongHoon as Pocari Sweat model advertisement Youth Sweat Beautiful Version and currently new idol group JKT 48 as marketing endorser to support product promotion in advertisement. Marketing strategy successfully grab market attention because PocariID as official account Twitter and Facebook was flooded by response and question about who are Pocari Sweat advertisement models. It attract consumer to consume Pocari Sweat when they are thirsty.

Image of the product determine consumer’s appraisal. AelkeMariska and JKT 48 associates the Pocari Sweat as health drink to replaces lost fluids and minerals in the body after many physical activities throughout the day. Consumer thinks that Pocari Sweat is suitable drink for refreshing body after
physical activities and believes that ions needed by the body are lost through sweating and needed to replenish the lost ions.

As Indonesia is one of the international target markets of Pocari Sweat, Researcher interested to research a thesis entitled “Analysis the Influence of Brand Equity and Advertising on Consumer Purchasing intention on Purchasing Pocari Sweat (Case Study in Citywalk, Jababeka)”

1.2 Company Profile

1.2.1 Otsuka Pharmaceutical Co., LTD., Japan

Established in 1964, Otsuka Pharmaceutical Co., Ltd. (OPC) conducts its business operations with the aim of contributing to better health for people worldwide under the Otsuka Group’s corporate philosophy of “Otsuka – people creating new products for better health worldwide.” Based on the two main businesses of pharmaceuticals that help treat illness—including the I.V. solutions business it has been engaged in since its founding—and Nutraceuticals Products that contribute to day-to-day wellness, OPC is engaged in the research and development, manufacture, and sale of innovative, creative products that make a difference in people’s health and well-being around the world.

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<th>Table 1.3 Company Profile</th>
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<td><strong>Tokyo Headquarters</strong></td>
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<td>Business Premises</td>
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<td>Research Facilities</td>
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<td>Factories</td>
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Source: Otsuka Pharmaceutical

1.2.2 PT Amerta Indah Otsuka, Indonesia

PT Amerta Indah Otsuka is part of Otsuka Pharmaceutical Co., LTD. Otsuka Pharmaceutical is a well known Pharmacy Company in Japan. It has high commitment to support Indonesian’s health by providing innovative products for give solutions in its category.

PT AIO creates excellent nutraceuticals (nutrition and pharmacy) products which penetrate the market with right marketing strategy and strong distribution line. PT AIO’s featured product is Pocari Sweat which well known as isotonic drink for replaces lost fluids and mineral in the body. Also Soy Joy, food contain with soy bean and fruits in bar package.

Philosophy

Otsuka-people creating new products for better health worldwide
Vision

To be a Brilliant Company by giving the most reliable contribution to consumers and societies.

Mission

1. To develop and maintain high quality employees in order to ensure high quality products
2. To ensure the needs and welfare of consumer and society as the main priority
3. To catch the opportunities in order to create new market for distributed high quality products to more consumers
4. To develop and maintain mutual relationship with business partners.
5. To become a trustable company

1.3 Problems Identification

Pocari Sweat as isotonic drink and international brand has fluctuated position both in Asia and Indonesia market. In Asia, Pocari Sweat and Gatorade alternately take first rank. In Indonesia, there are both big gaps in 2007 and 2010 also small gaps in 2008, 2009, 2011 and 2012. PT Amerta Indah Otsuka as Pocary Sweat’s company in Indonesia should trigger the ranking by improves the popularity of Pocary Sweat. To improve the popularity, PT Amerta Indah Otsuka has to know the consumers intention in purchasing Pocari Sweat.

From the problem above, Researcher is interested in exploring Pocari Sweat’s purchasing intention from brand and advertising aspects.
1.4 Statement of the Problems

This research is going to analyze the relation between Pocari Sweat’s brand and advertising in relevance with consumer purchasing intention. Based on problem identification, problems which appeared and tried to be answered by researcher are:

1. Is there any influence between Pocari Sweat’s equity and advertising with consumer purchasing intention?
2. How significant is the influence of Pocari Sweat’s brand and advertising with consumer purchasing intention?
3. How big is the Pocari Sweat’s brand and advertising contributed with consumer purchasing intention?

1.5 Research Objective

In this research, the researcher would like to study about the consumer purchasing behavior of Pocari Sweat that influenced by the product’s brand and advertising, researcher mentioned the objectives are:

1. To find out if there is influence of Pocari Sweat’s brand and advertising toward consumer purchasing intention
2. To find out how significant the influence of Pocari Sweat’s brand and advertising toward consumer purchasing intention
3. To find out how big Pocari Sweat’s brand and advertising contribute toward consumer purchasing intention
1.6 Significance of the Study

The researcher believes that by doing this research, it will give benefits and contribution to Academic community, Company and Researcher.

For academic community

This research will be beneficial for academic community because it can provide information about Pocari Sweat’s brand from 2007 to 2012 and several factors that affect purchasing intention of this product or brand. Also it will be beneficial as reference for future researcher who will make similar research about purchasing behavior of consumer goods especially in sports or isotonic drinks.

Company

This research will be beneficial for company especially PT Amerta Indah Otsuka because it can provide information about consumer behavior in specific area especially area that researcher are going to research.

Researcher

This research will be beneficial for researcher himself due this research is final assignment to fulfill the requirement for Bachelor Degree in President University and researcher also can implement knowledge that gain theoretically from class and practically from internship program.
1.7 Theoretical Framework

**Brand Equity:**

- Brand Awareness (X1)
- Brand Association (X2)
- Brand Loyalty (X3)
- Perceived Quality (X4)

**Promotion Mix:**

- Advertising (X5)
- Sales Promotion
- Public Relations
- Personal Selling
- Direct Marketing

**Purchasing Intention**

(Y)

Figure 1.1 Theoretical Frameworks

Source: Kotler and Keller (2010), Adjusted by Researcher
1.8 Scope and Limitation of the Study

The scope of this study is to find out the dominant factors of purchasing intention. The researcher decides to analyze Pocari Sweat brand from Top Brand Award from 2007 to 2012 and Asia’s Top 1000 Brands from 2007 to 2012.

In this research, researcher makes scopes and limitations for this research as follows:

1. The theory of study will just focused on brand equity and advertising.
2. The research is conducted in Cikarang, especially in CitywalkJababeka

1.9 Hypothesis

Based on background of study, problems identification and research objectives, the researcher state the hypothesis as follows:

(Ho) 1: Brand equity and advertising simultaneously have no influence to the Pocari Sweat’s consumer purchasing intention.

(Ha) 1: Brand equity and advertising simultaneously have influence to the Pocari Sweat’s consumer purchasing intention.

(Ho) 2: Brand equity and advertising partially has no influence to the Pocari Sweat’s consumer purchasing intention.

(Ha) 2: Brand equity and advertising partially has influence to the Pocari Sweat’s consumer purchasing intention.
1.10 Definition of Terms

Advertising is one form of promotion in mass media which purpose is to attract customer to purchase the product.

Brand Association is people thought about brand. It can be price, symbols and experience related with the brand.

Brand Awareness is how people recognize and recall about brand in its category.

Brand Loyalty is positive behavior of consumers toward brand that causes consistency purchase.

Isotonic is drink with concentration of salt similar with human cells and blood.

Perceived Quality is people’s perception toward brand quality and benefits.

1.11 Thesis Outline

This research is presented in 5 systematical and organized chapters. The chapters described as follow:

CHAPTER I INTRODUCTION

This chapter consists of background of study, company’s profile, problem identification, statement of problems, research objective, significance of the study, theoretical framework, scope and limitation, hypothesis, also definition of terms.

CHAPTER II LITERATURE REVIEW

This chapter consists of theory based on theoretical framework. The theory will be used as supports which related to the main topic of this research.
CHAPTER III  RESEARCH METHODOLOGY

This chapter consists of time and place the research is conducted. This chapter also described about methodology which is used by the researcher for interpreting data.

CHAPTER IV  DATA ANALYSIS AND INTERPRETATION RESULT

This chapter consists of data analysis and interpretation result which is got from questioner and calculated by statistical tools.

CHAPTER V  CONCLUSION AND RECOMMENDATION

This chapter consists of conclusion from this research and recommendation for improving the research object based on conclusion.
CHAPTER II

LITERATURE REVIEW

2.1 Definition of Brand

Based on Law of the Republic of Indonesia number 15 of 2001 chapter 1 article 1 stated as follow:

Brand is a sign in the form of a picture, name, word, letters, numerals, composition of colors, or a combination of said elements, having distinguishing features and used in the activities of trade in goods or services.

Based on American Marketing Association, 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 competitors (Cravens and Piercy 2008)

2.1.1 Brand Equity

Based on Kotler and Armstrong (2012), brand equity is the differential effect that knowing the brand name has on customer response to the product or its marketing.

Based on Aaker (2010), brand equity is a set of assets and liabilities linked to a brand’s name and symbol that add to or subtract from the value provided by a product or service to a firm and/or that firm’s customers.

Based on Kotler and Keller (2012), brand equity is added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands.

Based on Kotler, brand gives seller several advantages:
1. The brand name makes it easier for the seller to process orders and track down problems.
2. The seller’s brand name and trademark provide legal protection of unique product features.
3. Branding gives the seller the opportunity to attract a loyal and profitable set of customers. Brand loyalty gives sellers some protection from several competition.
4. Branding helps the seller segment markets.
5. Strong brands help build the corporate image, making it easier to launch new brands and gain acceptance by distributors and consumers.

Customer based brand equity is thus the differential effect brand knowledge has on consumer response to the marketing of that brand.

Three key ingredients of customer based brand equity

1. Brand equity arises from differences in consumer response
2. Differences in response are a result of consumers’ brand knowledge, all the thoughts, feelings, images, experiences, and beliefs associated with the brand.
3. Brand equity is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand.

2.1.2. Brand awareness

Based on Kotler and Keller (2012), brand awareness is fostering the consumer’s ability to recognize or recall the brand within the category, in sufficient detail to make a purchase.

Based on Shimp (2007), brand awareness is an issue of whether a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked
Based on Aaker (2000), Brand awareness can provide a host of competitive advantages as follow:

1. Awareness provides brand with a sense of familiarity
2. Name awareness can be signal of presence, commitment, and substance
3. The salience of a brand will determine if it is recalled at a key time in the purchasing process

Brand awareness are indicates the popularity of the brand.

Source: Kotler and Armstrong (2010)

Operational variable or indicators for brand awareness are

1. Top of Mind definition of variable is people know the brand name
2. Brand Recall definition of variable is people know about brand segment
3. Brand Recognition definition of variable is people know about brand category
4. Unaware of Brand definition of variable is brand specific function
2.1.3. Brand association

Based on Aaker (2000), a brand association is anything that is directly or indirectly linked in the consumer’s memory to a brand. It represents assets that can differentiate and affect the purchase and loyalty.

Based on Kotler and Keller (2012), brand association is all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand node.

Three criteria determine whether a brand association can truly function as a point of difference:

a. Desirable to consumer. Consumers must see the brand association as personally relevant to them.

b. Deliverable by the company. The company must have the internal resources and commitment to feasibly and profitably create and maintain the brand association in the minds of consumers.

c. Differentiating from competitors. Finally, consumers must see the brand association as distinctive and superior to relevant competitors.

Operational variable or indicators for brand association are

1. Experiences which represent by the taste of Pocari Sweat
2. Price relative which represents by the price of Pocari Sweat is matched with the quality
3. Class of Product which represents by popularity of Pocari Sweat
4. Geography which represents by Pocari Sweats can be found anywhere
2.1.4. Brand loyalty

Brand loyalti reflects customer attachment level toward product’s brand

An existing base of loyal customers provides enormous sustainable competitive advantages as follow:

a. Reduces the marketing costs of doing business
b. The loyalty of existing customers represents a substantial entry barrier to competitor
c. Brand loyalty provide trade leverage.
d. A relatively large, satisfied customer base provides an image of a brand as an accepted, successful, enduring product
e. Brand loyalty provides the time to respond to competitive moves

Source: Aaker (2000)

Operational variable or indicators for brand loyalty are

1. Committed buyer which represents by buyer will not change the brand other than Pocari Sweat
2. Friend of brand buyer which represents by buyer are willing to recommend to other people
3. Switching-Cost buyer which represents by buyer still consume Pocari Sweat although the price is increase
4. Habitual buyer which represents by buyer frequently buy Pocari Sweat

2.1.5. Perceive quality

Based on Schiffman and Kanuk (2004), Definition perceive quality based on Schiffman and Kanuk is the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world.

Perceived quality is the consumer’s judgment about an entity’s overall excellence or superiority. It is form of attitude, related but not equivalent to satisfaction, and result.

Quality can be an overall evaluation of a product quality most commonly refers to a degree of excellence or finesse often in conformance to a pre-established standard. The American society for quality control defines quality as the totality of features and characteristics of a product or services that bear on its ability to satisfy customers’ need. Quality as an elusive construct likes beauty is a key competitive weapon in the global market place. Quality cannot be defined precisely; it is simple, unanalysable property that we learn to recognize only through experience.

Operational variable or indicators for perceived quality are

1. Reliability which represents by product consistency although keep in long time
2. Durability which represents by the product can be save in long time
3. Performance which represents by the ingredients will not harm the body
4. Conformance which represents by there is no defect item
2.2 Promotion Mix

Based on Kotler and Armstrong (2010), a company’s total promotion mix (also called its marketing communication mix) consists of the specific blend of advertising, sales promotion, public relations, personal selling and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationships. Definitions of the five major promotion tools:

1. Advertising: any paid form of presentation and promotion of ideas, goods, or services by an identified sponsor
2. Sales promotion: short term incentives to encourage the purchase or sale of a product or service
3. Public relations: building good relationship 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.
4. Personal selling: personal presentation by the firm’s sales forces for the purpose of making sales and building customer relationship
5. Direct marketing: direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationship

2.2.1 Advertising

Advertising involves specific promotional tools used to communicate with consumers includes broadcast, print, internet, outdoor, and other forms.

Advertising can reach masses of geographically dispersed buyers at low cost per exposure, and it enables the seller to repeat message many times. For companies that want to reach a mass audience, TV is the place to be.
Beyond its reach, large scale advertising says something positive about the seller’s size, popularity and success. Because of advertising’s public nature, consumers tend to view advertised products as products as more legitimate. Advertising is also very expensive. It allows the company to dramatize its products through artful use of visuals, print, sound, and color. On the other hand, advertising can be used to build up a long term image for product. On the other hand, advertising can trigger quick sales.

Operational variable or indicators for advertising are

1. Easily known which represents by people know about the advertising
2. Attractive which represents by people interested the advertising
3. Communication which represents by Pocari Sweat tells the benefit of the product
4. Other content which represents by other information that informed by different advertising from main advertising.

2.3 Consumer Behavior

Based on Peter and Olson 2005, The American Marketing Association defines consumer behavior as “the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct the exchange aspects of their lives.” Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, and many others. It is important to recognize from this definition that consumer behavior is dynamic, involves interactions, and involve exchanges.
1. **Consumer behavior is dynamic**

Consumer behavior is dynamic because the thinking, feelings, and actions of individual consumers, targeted consumer groups, and society at large are constantly changing. The fact that consumers and their environment are constantly changing highlight the importance of ongoing consumer research and analysis by marketers to keep abreast of important trends.

The dynamic nature of consumer behavior makes development of marketing strategies an exciting yet difficult task. Strategies that work at one time or in one market may fail miserably at other times or in other markets. Because product life cycles are shorter than ever before, many companies have to innovate constantly to create superior value for customers and stay profitable. This involves creation of new products, new versions of existing products, new brands, and new strategies for them. (J. Paul Peter; Jerry C Olson, p.6-7)

2. **Consumer behavior involves interactions**

Consumer behavior involves interactions among people’s thinking, feelings and actions, and the environment. Thus marketers need to understand what products and brands mean to consumers, what consumers must do to purchase and use them, and what influences shopping, purchase, and consumption. The more marketers know about how these interactions influence individual consumers, target markets of similar consumers, and society at large, the better they can satisfy consumer needs and wants and create value for them.

3. **Consumer behavior involves exchanges**

Consumer behavior involves exchanges between human beings. In other words, people give up something of value to others and receive something in return. Much of consumer behavior involves people giving up money and other things to obtain products and services, that is, exchanges between buyers (consumers)
and sellers (marketers). In fact, the role of marketing in society is to help create exchanges by formulating and implementing marketing strategies.

Based on Philip Kotler and Gary Armstrong in Principle of Marketing, there are four types of buying behavior.

1. **Complex Buying Behavior**

Complex buying behavior is consumer buying behavior in situations characterized by high consumer involvement in a purchase and significant perceived differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased frequently and highly self expressive. Typically, the consumer has much to learn about the product category.

2. **Dissonance-Reducing Buying Behavior**

Dissonance-reducing buying behavior is consumer buying behavior in situations characterized by high involvement but few perceived differences among brands. It occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands. After the purchase, consumers might experience postpurchase dissonance (after-sale discomfort) when they notice certain disadvantages of the purchased product brand or hear favorable things about brands not purchased. To counter such dissonance, the marketer’s after sale communications should provide evidence and support to help consumers feel good about their brand choices.

3. **Habitual buying behavior**

Habitual buying behavior is consumer buying behavior in situations characterized by low consumer involvement and few significant perceived brand differences. If they keep reaching for the same brand, it is out of habit rather than strong brand loyalty. Consumer appear to have low involvement with low-cost, frequently purchased products.
In such cases, consumer behavior does not pass through the usual belief-attitude-behavior sequence. Consumers do not search extensively for information about the brands, evaluate brand characteristics, and make weighty decisions about which brands to buy. Instead, they passively receive information as they watch television or read magazines. Ad repetitions create brand familiarity rather than brand conviction. Consumers do not form strong attitudes toward brand; they select the brand because it is familiar. Because they are not highly involved with the product, consumers may not evaluate the choice even after purchase. Thus, the buying process involves brand beliefs formed by passive learning, followed by purchase behavior, which may or may not be followed by evaluation.

Because buyers are not highly committed to any brands, marketers of low-involvement products with few brand differences often use price and sales promotions to stimulate product trial. In advertising for low-involvement product, ad copy should stress only a few key points. Visual symbols and imagery are important because they can be remembered easily and associated with the brand. Ad campaigns should include high repetition of short-duration messages. Television is usually more effective than print media because it is a low-involvement medium suitable for passive learning. Advertising planning should be based on classical conditioning theory, in which buyers learn to identify a certain product by a symbol repeatedly attached to it.

4. **Variety seeking buying behavior**

Variety-seeking buying behavior in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. Brand switching occurs for the sake of variety rather than because of the dissatisfaction.
In such product categories, the marketing strategy may differ for the market leader and minor brands. The market leader will try to encourage habitual buying behavior by dominating shelf space, keeping shelves fully stocked, and running frequent reminder advertising. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free samples, and advertising that presents reasons for trying something new.

2.4 Purchasing Decision Stage

2.4.1 Need Recognition

Problem recognition is the first stage of the buyer decision process, in which the consumer recognizes a problem or need. The need can be triggered by internal stimuli when one of the person’s normal needs rises to a level high enough to become a drive. A need can also be triggered by external stimuli. (Philip Kotler, p. 148)

2.4.2 Information Search

Information search is the stage of the buyer decision process in which the consumer is aroused to search more information; the consumer may simply have heightened attention or may go into active information search. (Philip Kotler, p. 148)

Consumers can obtain information from any of several sources. These include personal sources, commercial sources, public sources, and experiential sources. The relative influence of these information sources varies with the product and buyer. Generally, the consumer receives the most information about a product from commercial sources which controlled by marketer. The most effective sources, however, tend to be personal. Commercial sources normally inform the buyer, but personal sources legitimize or evaluate products for the buyer.
As more information is obtained, the consumer’s awareness and knowledge of the available brands and features increase. The information might also help consumer to drop certain brands from consideration. A company must design its marketing mix to make prospects aware of and knowledgeable about its brand. It should carefully identify consumers’ sources of information and the importance of each source.

2.4.3 Evaluation of Alternatives

Evaluation of alternatives is the stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice set. The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumer makes buying decisions on their own; sometimes they turn to friends, consumer guides, or salespeople for buying advice.

2.4.4 Purchase Decision

Purchase decision is the buyer’s decision about which brand to purchase. But two factors can come between the purchase intention and the purchase decision. The first factors id the attitudes of the others. The consumer tends to follow other person suggestion.

The second factor is unexpected situational factor. The consumer may form a purchase intention based on factors such as expected income, expected price and expected product benefits. However, unexpected events may change the purchase intention
2.4.5 Post purchase behavior

Post purchase behavior is the stage of the buyer decision process in which consumers take the further action after purchase, based on their satisfaction or dissatisfaction. What determines whether the buyer is satisfied and dissatisfied with purchase lies in the relationship between the consumer’s expectations and the product’s perceived performance. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted.

2.5 Purchasing Intention

Purchasing intention appears between evaluation of alternatives and purchase decision. Based on Siffman and Kanuk 2004, intention is psychological activity which appears because there are affective and cognitive towards products or service. Purchase intention can be defined as positive attitude toward object which makes people give effort to get the object by purchase or sacrifice.

Based on Kotler and Keller (2012), Purchase intention is moving consumers to decide to purchase the brand or take purchase-related action. Promotional offers like coupons or two-for-one deals encourage consumers to make a mental commitment to buy.

Operational variable or indicators for Purchasing Intention are

1. People wants to buy the item
2. People wants to buy the item due the quality and benefit of the product
3. People wants to buy the item due the information they get
4. People wants to buy the brands due the brands choice
## 2.6 Previous Research

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<tr>
<td>Analisis Merek Ekuitas Minuman Isotonik Pocari Sweat dari PT. Amerta Indah Otsuka. Studi Kasus Universitas Atmajaya, Jakarta</td>
<td>Johanna</td>
<td>Kesadaran Merek Asosiasi Merek Persepsi Kualitas Loyalitas Merek</td>
<td>Pocari Sweat has strong brand equity in winning the competition in the market</td>
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<td>Analisis Pengaruh Iklan, Brand Trust Dan Brand Image Terhadap Minat Beli Konsumen Telkom Speedy di Kota Semarang</td>
<td>Elisabeth Desi Arista</td>
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<td>Brand trust and advertising have positive influence. Brand image has negative influence toward consumer purchasing intention</td>
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CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

There are two basic types of variables: qualitative and quantitative (Lind, Marchal, Wathen, 2010)

Qualitative analysis includes an array of interpretive techniques which seek to describe, decode, translate, and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world. Qualitative techniques are used at both the data collection and data analysis stages of a research project (Cooper, Schindler, 2006).

Quantitative analysis is the scientific approach to managerial decision making. The approach starts with data. These data are manipulated or processed into information that is valuable to people making decisions (Render, Stair, Hanna, 2009).

Quantitative research attempts precise measurement of something. In research, quantitative methodologies usually measure consumer behavior, knowledge, opinions, or attitudes (Cooper, Schindler, 2006).

Based on theories above, researcher uses quantitative method. Researcher uses quantitative method because researcher wants to measure consumer behavior. It will become more suitable for researcher use quantitative method rather than qualitative method.
3.2 Research Framework

Based on Cooper and Schindler (2006), research process is various decision stages involved in a research project and the relationship between those stages.

![Diagram of Research Framework]

**Figure 3.1 Research Framework**

*Source: Adjusted by Researcher*
3.3 Research Time and Place

This research has been conducted since November 2012 where for this month, the researcher preparing all of the data for supporting the problems and variables. In the first week of December 2012, the researcher started for distributing the pre-questioner. After testing with validity and reliability test, Researcher was distributing final questioner until the meet the requirement of sample size needed in Citywalk, Jababeka.

3.4 Research Instrument

3.4.1 Data Collection

The researcher uses Primary data for the research. Primary sources are directly to the study purpose. Primary data is data the researcher collects to address the specific problem at hand - the research question.

Primary sources are original works of research or raw data without interpretation or pronouncements that represent an official opinion or position. Primary sources are always the most authoritative because the information has not been filtered or interpreted by a second party. Secondary sources are interpretations of primary data generally without new research.

a. Various Report, past research material published by the publisher or internet

Any important data which related to the research can support the researcher in the research background.

b. Questioner

Researcher uses questioner for collecting data. The following table is questioner that Researcher distributed to respondent.
<table>
<thead>
<tr>
<th>Factor</th>
<th>Variable</th>
<th>Question</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>X1.1</td>
<td>I know there is drink named Pocari Sweat</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X1.2</td>
<td>I realize that Pocari Sweat is isotonic drink</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X1.3</td>
<td>I realize that Pocari Sweat is healthy drink</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X1.4</td>
<td>I realize that Pocari Sweat can replace lost fluids in the body</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Brand Association</td>
<td>X2.1</td>
<td>Pocari Sweat has delicious taste</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X2.2</td>
<td>Price of Pocari Sweat is matched with product’s quality</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X2.3</td>
<td>Pocari Sweat is well known drink</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X2.4</td>
<td>Pocari Sweat easily get or find everywhere</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>X3.1</td>
<td>I frequently drink Pocari Sweat</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X3.2</td>
<td>I am willing to recommend Pocari Sweat</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X3.3</td>
<td>I am still buy Pocari Sweat although the price is increase</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X3.4</td>
<td>I prefer Pocari Sweat rather than other isotonic drink</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>X4.1</td>
<td>Although Pocari Sweat keeps in long term, the taste and color does not change</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X4.2</td>
<td>Pocari Sweat has long time expired date</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X4.3</td>
<td>Ingredients contain in Pocari Sweat will not harm the body</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X4.4</td>
<td>The packaging can ensure the safety of product</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Advertising</td>
<td>X5.1</td>
<td>I know Pocari Sweat’s advertising ‘Saya + Pocari Sweat’ and ‘Youth Sweat Beautiful’</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>X5.2</td>
<td>Pocari Sweat’s advertising and model are interesting and understandable</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Purchasing Intention</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X5.3</td>
<td>Pocari Sweat’s advertising tells benefit of the product</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X5.4</td>
<td>Pocari Sweat sponsoring various events</td>
<td></td>
</tr>
<tr>
<td>I am deciding to buy Pocari Sweat</td>
<td>Y.1</td>
<td>Likert Scale</td>
<td></td>
</tr>
<tr>
<td>I buy Pocari Sweat due overall quality of the product</td>
<td>Y.2</td>
<td>Likert Scale</td>
<td></td>
</tr>
<tr>
<td>I buy Pocari Sweat due interested with the advertising, promotion and model in media</td>
<td>Y.3</td>
<td>Likert Scale</td>
<td></td>
</tr>
<tr>
<td>I buy Pocari Sweat because its famous and good image, name and brand</td>
<td>Y.4</td>
<td>Likert Scale</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adjusted by Researcher

3.4.2 Measurement Scale and Statistical Tool

1. Measurement scale

In this research, Researcher uses Likert Scale as measurement scale. Based on Malhotra and Birk (2006), Likert scale is a measurement scale with five response categories ranging from ‘strongly disagree’ to ‘strongly agree’ that requires respondents to indicate a degree of statements related to the stimulus objects.

Based on Cooper and Schindler (2006), Likert Scale a variation of the summated rating scale, this scale asks a rater to agree or disagree with statements that express either favorable or unfavorable attitudes toward the object. The strength of attitude is reflected in the assigned score, and individual scores may be totaled for an overall attitude measure.
2. Statistical Tools

a. Statistical Package for Social Science (SPSS) V. 16.0

Refers to the free library by Farlex about Statistical Package for Social Science (SPSS) is the most widely program or software that used to analyze data; for example basic statistical procedures such as frequencies, t-test, linear regression, multiple regression, means, factor analysis, and so on. In this research, the researcher will use SPSS to analysis the data that get from the questionnaire.

refers to business dictionary. Statistical Package for Social Science (SPSS) is a computer program used for survey authoring and deployment, data mining, text analytics, statistical analysis, and collaboration and deployment (batch and automated scoring services)

b. Microsoft Excel 2007

The researcher also uses Microsoft Excel 2007 as one of the statistical tool to input raw data and arrange it in order to easily input in SPSS.

3.5 Sampling Design

3.5.1 Population

Based on Cooper and Schindler (2006), population is the total collection of elements about which wish to make inferences. In this research, the population is people who are consumers of Pocari Sweat. It means that the population has unknown number.
3.5.2 Sample Size

For sampling size, Researcher use non-probability sampling Judgmental Sampling or Purposive Sampling. Based on (Uma Sekaran, 2010), purposive sampling is used when required info is gathered from special or specific targets or groups of people on some rational bases. It means that the sample subject is chosen on the basis of the individual’s ability to provide the type of special info needed by the researcher. In here, researcher uses 154 samples.

According to Roscoe, sample size greater than 30 and less than 500 is enough for research and the sample size should be several times the variables preferably 10 times. In here, researcher has 6 variables consist of 5 independent variables and 1 dependent variable. Which mean that at least researcher should collect 60 samples.

3.5.3 Sampling Technique

The researcher use random sample. Based on Cooper and Schindler (2006), simple random sample is the purest form of probability sampling. Since all probability samples must provide a known nonzero probability of selection for each population element, the simple random sample is considered a special case in which each population element has a known and equal chance of selection.

The researcher also spreads the questioner to obtain the information or data for the research. The researcher samples a group of people, asks one or more questions, and records the responses.

3.5.4 Margin of Error

The margin of error is the percentage of allowance for no precision or error that occurs due to the use of sample instead of population. In the margin of error, there are two level of percentage that usually many people used. There are 0.01 percent and 0.05 percent. Although 0.01 percentage level margin of error is more
accurate than 0.05 percent, however in this research, the researcher used the 0.05 percentage margin of error in which means that in this study or research the level of error is will be 5% and with the confidence level of 95%.

3.6 Data Testing and Analysis

3.6.1 Validity Test

Refers to Cooper & Schindler (2006), validity is a characteristic of measurement concerned with the extent that a test measures what the researcher actually wishes to measure; and that differences found with a measurement tool reflect true differences among participant drawn from a population.

The Pearson’s correlation coefficient is using to measure the validity of variables in research. The coefficient of correlation of Pearson Product Moment can be based on the actual values of X and Y. The equation as follow:

The Formula is:

\[ r = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum x^2 - (\sum X)^2} \sqrt{N \sum y^2 - (\sum Y)^2}} \]

Where:

n = the number of paired observations

Σ X = the X variable summed

Σ Y = the Y variable summed

Σ X2 = the X variable squared and the squares summed

(Σ X)2 = the X variable summed and the sum squared

Σ Y2 = the Y variable squared and the squared summed
(Σ Y)² = the Y variable summed and the sum squared

Σ XY = the sum of the product of X and Y

Based on Jonathan Swarwono (2012), there are indications to determine that a statement is valid. The indications are:

1. Calculated coefficient of correlation (r) must be positive
2. Calculated coefficient of correlation (r) must be greater than r table.

### Table 3.2 Validity Test

<table>
<thead>
<tr>
<th>Factors</th>
<th>Variable</th>
<th>r computation</th>
<th>r table</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>X1.1</td>
<td>.304</td>
<td>0.444</td>
<td>Invalid</td>
</tr>
<tr>
<td></td>
<td>X1.2</td>
<td>.606</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.3</td>
<td>.720</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.4</td>
<td>.449</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>Brand Association</td>
<td>X2.1</td>
<td>.428</td>
<td>0.444</td>
<td>Invalid</td>
</tr>
<tr>
<td></td>
<td>X2.2</td>
<td>.820</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.3</td>
<td>.686</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.4</td>
<td>.298</td>
<td>0.444</td>
<td>Invalid</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>X3.1</td>
<td>.392</td>
<td>0.444</td>
<td>Invalid</td>
</tr>
<tr>
<td></td>
<td>X3.2</td>
<td>.541</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X3.3</td>
<td>.663</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X3.4</td>
<td>.625</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>X4.1</td>
<td>.522</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X4.2</td>
<td>.661</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X4.3</td>
<td>.665</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X4.4</td>
<td>.526</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>Advertising</td>
<td>X5.1</td>
<td>.687</td>
<td>0.444</td>
<td>Valid</td>
</tr>
</tbody>
</table>
From the table above, there are 5 invalid statements. They are variable X1.1, X2.1, X2.4, X3.1 and Y.2 where their r-computations are 0.304, 0.428, 0.298, 0.392 and 0.288 which are lower than r table 0.444. So, these 5 statements are eliminated from final questioner.

### 3.6.2 Reliability Test

Refers to (Cooper & Schindler, 2010,), reliability is a characteristic of measurement concerned with accuracy, precision, and consistency. Reliability test used to shows how far the measurement result is relatively consistence if the measurement re-done for twice or more. Reliability test as an index to show the degree of trusted and relied of the instrument, in this research is refers to questionnaire, Lind, D. A. (2002). Reliability the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra, Birks 2006)

Based on Uyanto (2006), a questioner said reliable if someone answers the questions consistent from time to time. Questioner said reliable if cronbach alpha is greater than 0.7.
These are indicators for evaluating the result of cronbach alpha.

a. If $\alpha > 0.9$ means the level of reliability is excellent
b. If $\alpha$ between 0.7 - 0.9 means the level of reliability is high
c. If $\alpha$ between 0.5 – 0.6 means the level of reliability is average
d. If $\alpha < 0.5$ means the level of reliability is low

<table>
<thead>
<tr>
<th>Table 3.3 Reliability Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>.920</td>
</tr>
</tbody>
</table>

Source: Constructed by Researcher

This test will show the result of reliability test. The standard of reliability test is 0.7. With the standard is 0.7, the questioner can be distributed more than once. From the result below, the cronbach alpha is 0.92. It means that all of the questions in questioner can be used in final questioner where the level of reliability test is excellent because the result is greater than 0.9

3.6.3 Normality Test

Based on Sarwono (2012) Normality test is used for testing observation data whether the data is normally distributed. Normal distributed data has curve pattern like bell. While normal distribution is a frequency distribution of many natural phenomena; graphically shaped like a symmetrical curve.

3.6.4 Multicollinearity Test

Based on Lind, Marchal, Wathen (2010) Multicollinearity exists when two or more of the independent variables used in regression are correlated. Correlated independent variables make it difficult to make inferences about
the individual regression coefficients and their individual effects on the dependent variable. A more precise test is to use the variance inflation factor. It is usually written VIF. A VIF greater than 10 is considered unsatisfactory, indicating that the independent variable should be removed from the analysis.

3.6.5 Heteroscedasticity Test

Heteroscedasticity is the dependence of scatter, or error variance, on at least one independent variable. Commonly used models such as linear regression, as well as their measure-of-fit tests, presume constancy of variance for computational simplification. Generalized linear models encompass statistical models that allow random variables to differ in variance.

One of the ways to detect heteroscedasticity is to see the graphic plot. The following indications are how to detect heteroscedasticity.

a. By see whether the dots have certain patterns such as wave, widened then narrowed. If the dots have the patterns, it indicates heteroscedasticity.
b. If there is no clear pattern also dots distributed above and below 0 in Y axis. It indicates there is no heteroscedasticity. (Wijaya, 2011)

3.6.6 Multiple Regressions

The researcher uses multiple regressions as the function to understand the relationship between consumer purchasing behavior as dependent variables and brand image, brand association and advertising as independent variable. The multiple regression model is a practical extension of the model which has more than one independent variable (Render, Stair, Hanna, 2009). The underlying model is

\[ Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \]
Where:

\[ Y = \text{Consumer Purchasing intention (dependent variable)} \]

\[ a = \text{Constant} \]

\[ \beta_{1-4} = \text{Coefficient of independent variable} \]

\[ X_1 = \text{Brand Awareness (independent variable)} \]

\[ X_2 = \text{Brand Image (independent variable)} \]

\[ X_3 = \text{Brand Association (independent variable)} \]

\[ X_4 = \text{Perceived Quality (independent variable)} \]

\[ X_5 = \text{Advertising (independent variable)} \]

\[ \epsilon = \text{an error item} \]

Based on Sunyoto (2011), in multiple regression, constant value (a) is not used for calculate dependent variables or used standardized coefficients. Because the data has same unit which is has no unit. If there is unit, it used unstandardized coefficient.

### 3.6.7 F-Test

F test is used to determine whether there is a significant relationship between independent variables and dependent variable. F test works by statistically test the null hypothesis that there is no linear relationship between independent variable and dependent variable. In below showed f test formula that used in this research:

The level of significance that used in this research is \( \alpha = 0.05 \). Ho is accepted if the f test value is greater than the level of significance \( \alpha = 0.05 \) and Ho is rejected if the f test value is less than the level of significance \( \alpha = 0.05 \).
Based on Santoso (2001), adjusted R Square value always smaller than R square and this value can be negative. Regression which has more than two independent variables used Adjusted $R^2$ as coefficient of determination.

### 3.6.8 T-test

T test is used to determine the partial relationship of each independent variable toward dependent variable. The level of significance $\alpha$ is 0.05. $H_0$ is rejected if $t$ test value lower than $\alpha = 0.05$ and $H_0$ is accepted if $t$ test value greater than $\alpha = 0.05$.

### 3.6.9 Coefficient of Determination ($R^2$)

Based on Lind, Marchal, Wathen (2006), coefficient of determination is the proportion of the total variation in the dependent variable that is explained, or accounted for, by the variation in the independent variable.

As in correlation, the coefficient of determination is symbolized by $r^2$. It has several purposes. First, it is interpreted as the total proportion of variance in dependent variable explained by independent variable. Second, it tells how well the regression line fits the data.

Adjusted R square is value of R square that has been adjusted, this value is always less than the R square and this value can be negative. Based on Santoso (2001), for a regression model which has more than 2 independent variables are better use the adjusted R square value as the coefficient of determination.
3.7 Testing the Hypothesis

In this research, the hypothesis is stated as follow:

First Hypothesis:

$H_0: \beta_i = 0$, if significant $F > 0.05$, accept $H_0$

$H_a: \beta_i \neq 0$, if significant $F < 0.05$, reject $H_0$

Where:

$i$ : all of independent variables

Second Hypothesis

$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = 0$, if significant $T > 0.05$, accept $H_0$

$H_a: \beta_1 \neq \beta_2 \neq \beta_3 \neq \beta_4 \neq \beta_5 \neq 0$, if significant $T < 0.05$, reject $H_0$

3.8 Limitation

1. There are many variables influences consumer in making purchasing intention. For this research, the researcher focus on brand awareness, brand association, brand loyalty, perceived quality and advertising where those variables have role to construct customer’s mind toward a product.

2. The respondent in this research are people who ever buy, consume and experience Pocari Sweat

3. Researcher distributed the questioners at Citywalk, Jababeka.

4. The theories for this research are brand equity, advertising, purchasing decision stages, and purchasing intention
CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULT

This chapter will provide analysis of data which related with this research. The data has taken from questioner which filled correctly, matched with the objective of the research and limited by the scope and limitation of the research.

4.1 Descriptive Analysis

4.1.1 Respondent’s Profile

a. Gender

![Figure 4.1 Respondents Gender](Source: Conducted by Researcher)

For this research, total respondents who fill the final questioner are 154 persons who ever buy, consume and experience Pocari Sweat. In this research, total of male respondents are 87 persons (56%) and total of female respondents are 67 persons (44%). Male respondents become the dominant respondents because male respondents have
more physical activities rather than female respondents. Therefore, they buy isotonic water more than female respondents.

b. Age

![Figure 4.2 Respondents Age](image)

Source: constructed by Researcher

In terms of age, the dominant respondents are come from 18 – 21 years old (74%) because the research location is near with university and dormitory. Therefore, the respondents are mostly come from college students which are in the age of 18 – 21 years old. This segment is followed by respondents from older than 21 years old (18%). The respondents are mostly come from college students in last semester and employees who work around Citywalk and have lunch in CitywalkJababeka.

The least respondents are from younger than 18 years old (8%). The respondents are fresh men who just come to the university.
c. Information Source

For information source, mostly respondents know Pocari Sweat from TV ads (87%). Pocari Sweat’s ads often appear in television.

This segment is followed by respondents who know Pocari Sweat from family (8%). Family usually recommends consumer goods which gives good experience to their relatives.

Respondents know Pocari sweat from other source of information (3%). They know from some media such as internet, radio, magazine and newspaper.

The least respondents know Pocari Sweat from friends (2%). They recommend Pocari Sweat because they have deeper information about Pocari Sweat.
d. Occupation

![Occupation](image)

**Figure 4.4 Respondents Occupation**

*Source: constructed by Researcher*

In this demographic segment, mostly respondents’ occupation is student (88%). Because the location of the research is near university and student housing, of course college student is the biggest part of population in this CitywalkJababeka.

This segment is followed by employee (6%). The research location is in industrial area. So, employee also part of the population in CitywalkJababeka.

The least respondents’ occupations are both from entrepreneur (3%) and others (3%). As Jababeka is developing area, entrepreneur might come for do business near the research location. Other respondent’s occupations also become part of the population in the research area.
4.1.2 Variable Frequency

From table brand awareness frequency above, most of the respondents are aware of Pocari Sweat. First, variable X1.2 “I realize that Pocari Sweat is isotonic drink”, 45% respondents answer strongly agree, 40% respondents answer agree, 15% respondents answer neutral. It means that consumers mostly aware that Pocari Sweat is isotonic drink. As isotonic drink, Pocari Sweat contains similar concentration of salt and sugar in human body. For sportsmen, Pocari Sweat suitable for their body to rehydrate after physical exercise.

Second, variable X1.3 “I realize that Pocari Sweat is healthy drink”, 32% respondents answer strongly agree, 47% respondents answer agree, 19% respondents answer neutral and 2% answer disagree. It means that consumers aware that Pocari Sweat is healthy drink. Pocari Sweat also can be substitute of oralit because Pocari Sweat also contains electrolyte although it is not as much as oralit.
Third, variable X1.4 “I realize that Pocari Sweat can replace lost fluids in the body”, 31% respondents answer strongly agree, 44% respondents answer agree, 20% respondents answer neutral and 6% answer disagree. It means that consumers are aware that Pocari Sweat can replace lost fluids in body. Pocari Sweat is healthy drink because it replaces lost fluids and minerals in body that are lost through perspiration.

![Brand Association](image)

**Figure 4.6 Brand Association Frequency**

*Source: constructed by Researcher*

Table brand association frequency above shows about respondents’ perceptions about Pocari Sweat. First, variable X2.2 “Price of Pocari Sweat is matched with product’s quality”, 12% respondents answer strongly agree, 27% respondents answer agree, 43% respondents answer neutral, 19% respondents answer disagree. It means that Pocari Sweat’s price is relatively matched with the product’s quality. In terms of product, respondents aware about PocariSweat and know the products well. In terms of price, respondents probably have different point of view because respondents themselves have different economic background.
Second, variable X2.2 “Pocari Sweat is well known drink”, 35% respondents answer strongly agree, 45% respondents answer agree, 18% respondents answer neutral, 1% respondents answer it disagree. It means that consumers are familiar with Pocari Sweat and Pocari Sweat itself is in consumers’ top of mind. Because Pocari Sweat’s advertisement often seen in television, it will remind people as many as they see the advertisement. Just 1% of respondents think Pocari Sweat is not well known brand. Maybe the respondents have other brand in their top of mind.

![Brand Loyalty Frequency](image)

**Figure 4.7 Brand Loyalty Frequency**

**Source: constructed by Researcher**

Table brand loyalty frequency above shows respondents’ attachment level toward Pocari Sweat. First, variable X3.2 “I am willing to recommend Pocari Sweat”, 20% respondents answer strongly agree, 42% respondents answer agree, 30% respondents answer neutral, 8% respondents answer disagree, 1% respondents answer strongly disagree. It means that consumers relatively willing to recommend Pocari Sweat to other people. Mostly consumers recommend Pocari Sweat to other people as health reason.
Second, variable X3.3 “I am still buy Pocari Sweat although the price is increase”, 17% respondents answer strongly agree, 32% respondents answer agree, 32% respondents answer neutral, 18% respondents answer disagree, 1% respondents answer totally disagree. It means that consumers tend to buy Pocari Sweat although there is increasing price.

Third, variable X3.4 “I prefer Pocari Sweat rather than other isotonic drink”, 30% respondents answer strongly agree, 44% respondents answer agree, 19% respondents answer neutral, 6% respondents answer disagree, 1% respondents answer strongly disagree. It means that consumers tend to choose Pocari Sweat. Pocari Sweat is in consumers’ top of mind because it often seen in various media and already penetrate market for more than 20 years.

![Perceived Quality](chart)

**Figure 4.8 Perceived Quality**

*Source: constructed by Researcher*

Table perceived quality frequency above shows respondents’ perception toward overall quality and benefit of Pocari Sweat. First, variable X4.1 “Although Pocari Sweat keeps in long term, the taste and color does not change”, 25% respondents answer strongly agree, 38% respondents answer
agree, 32% respondents answer neutral and 5% respondents answer disagree. It means consumers think that Pocari Sweat can be consumed after it is saved in long term.

Second, variable X4.2 “There is expired date written in Pocari Sweat packaging”, 36% respondents answer strongly agree, 49% respondents answer agree, 14% respondents answer neutral, 1% respondents answer disagree. It means that almost all of the Pocari Sweat’s packaging is written with expired date.

Third, variable X4.3 “Ingredients contain in Pocari Sweat will not harm the body”, 28% respondents answer strongly agree, 36% respondents answer agree, 30% respondents answer neutral, 6% respondents answer disagree and 1% respondents answer strongly disagree. It means that consumers believe that consuming Pocari Sweat will not harm their body.

Fourth, variable X4.4 “The packaging can ensure the safety of product”, 11% respondents answer strongly agree, 34% respondents answer agree, 43% respondents answer neutral, 11% respondents answer disagree and 1% respondents answer strongly disagree. It means that the packaging of Pocari Sweat can keep the quality of the isotonic water.
Table advertising frequency above shows respondent’s point of view about Pocari Sweat advertising. First, variable X5.1 “I know Pocari Sweat’s advertising ‘Saya + Pocari Sweat’ and ‘Youth Sweat Beautiful’”, 27% respondents answer strongly agree, 44% respondents answer agree, 19% respondents answer neutral, 6% respondents answer disagree, 5% respondents answer strongly disagree. It means that most of the consumers know about Pocari Sweat’s advertising.

Second, variable X5.2 “Pocari Sweat’s advertising and model are interesting and understandable” 36% respondents answer strongly agree, 41% respondents answer agree, 17% respondents answer neutral, 5% respondents answer it disagree, 1% respondents answer it strongly disagree. It means that Pocari Sweat’s advertising is attractive.

Third, variable X5.3 “Pocari Sweat’s advertising tells benefit of the product”, 31% respondents answer strongly agree, 45% respondents answer agree, 19%
respondents answer neutral, 4% respondents answer disagree. It means that Pocari Sweat’s advertising communicates about its benefit well.

Fourth, variable X5.4 “Pocari Sweat sponsoring various events”, 23% respondents answer strongly agree, 38% respondents answer it agree, 29% respondents answer it neutral, 8% respondents answer it disagree, 1% respondents answer it strongly disagree. It means that most of the consumers know that Pocari Sweat sponsoring both formal and informal events.

<table>
<thead>
<tr>
<th>Purchasing Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>Neutral</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

| Y.4 | 2% | 7% | 20% | 40% | 31% |
| Y.3 | 1% | 6% | 26% | 49% | 18% |
| Y.1 | 0% | 21%| 46% | 29% |

Figure 4.10 Purchasing intention Frequency

Source: constructed by Researcher

Table purchasing intention frequency above shows respondents purchasing intention toward Pocari Sweat. First, variable Y.1 “I am deciding to buy Pocari Sweat”, 29% respondents answer strongly agree, 46% respondents answer agree, 21% respondents answer neutral, 3% respondents answer disagree. It means that people buy Pocari Sweat rather than other isotonic drink’s brand.
Second, variable Y.3 “I buy Pocari Sweat due interested with the advertising, promotion and model in media”, 18% respondents answer strongly agree, 49% respondents answer agree, 26% respondents answer it neutral, 6% respondents answer it disagree, 1% respondents answer it strongly disagree. It means that consumers relatively buy Pocari Sweat because of advertising, promotion and model in media.

Third, variable Y.4 “I buy Pocari Sweat because its famous and good image, name and brand”, 31% respondents answer strongly agree, 40% respondents answer agree, 20% respondents answer neutral, 7% respondents answer it disagree, 2% respondents answer it strongly disagree. It means that consumers also relatively buy Pocari Sweat because of Pocari Sweat’s image, name and brand.

### 4.1.3 Descriptive Statistics

#### Table 4.1 Descriptive Statistics Result

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand_Awareness</td>
<td>154</td>
<td>2.67</td>
<td>5.00</td>
<td>4.1212</td>
<td>.56504</td>
<td>.319</td>
</tr>
<tr>
<td>Brand_Association</td>
<td>154</td>
<td>2.50</td>
<td>5.00</td>
<td>3.7305</td>
<td>.69342</td>
<td>.481</td>
</tr>
<tr>
<td>Brand_Loyalty</td>
<td>154</td>
<td>1.33</td>
<td>5.00</td>
<td>3.7078</td>
<td>.71230</td>
<td>.507</td>
</tr>
<tr>
<td>Perceived_Quality</td>
<td>154</td>
<td>2.25</td>
<td>5.00</td>
<td>3.8312</td>
<td>.49745</td>
<td>.247</td>
</tr>
<tr>
<td>Advertising</td>
<td>154</td>
<td>2.25</td>
<td>5.00</td>
<td>3.9107</td>
<td>.62797</td>
<td>.394</td>
</tr>
<tr>
<td>Purchasing_intention</td>
<td>154</td>
<td>1.67</td>
<td>5.00</td>
<td>3.9004</td>
<td>.63786</td>
<td>.407</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>154</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** SPSS 16

According table descriptive statistics above, the minimum score of brand awareness is 2.67, the maximum score is 5.00. On the other hand, mean score is 4.1212 and standard deviation is 0.56504. The variance for this variable is 0.319.
For brand association, the minimum score is 2.50, the maximum score is 5.00. On the other hand, the mean score is 3.7305 and the standard deviation is 0.69342. The variance for this variable is 0.481.

For brand loyalty, the minimum score is 1.33, the maximum score is 5.00. On the other hand, the mean score is 3.7078 and the standard deviation is 0.71230. The variance for this variable is 0.507.

For perceived quality, the minimum score is 2.25, the maximum score is 5.00. On the other hand, the mean score is 3.8312 and the standard deviation is 0.49745. The variance for this variable is 0.247.

For advertising, the minimum score is 2.25, the maximum score is 5.00. On the other hand, the mean score is 3.9107 and the standard deviation is 0.62797. The variance for this variable is 0.394.

For purchasing intention, the minimum score is 1.67, the maximum score is 5.00. On the other hand, the mean score is 3.9004 and the standard deviation is 0.63786. The variance for this variable is 0.407.

4.2 Classical Assumption Test

4.2.1 Normality Test

Normality test is the first classical assumption. Normality test is used for testing whether the observation data or questioner result is normally distributed or not. In this research, researcher uses p-plot and histogram to test normality data. The following figures are the result.
Based on P-Plots curve that has been show in figure 4.11 above, researcher can assume that the data is normally distributed. The figure above shows that the P-plot spread approximately in diagonal line. The P-plot also does not deviate far from the straight line from bottom left to up right. It concludes that the data is normal distributed and can be use for next test.
Figure histogram above shows the data is normally distributed. Figure in above can be assumed as normally distributed when the data is forming the curve along with the symmetrical bell curve. The data in the above forming symmetrical bell curve therefore, it is assumed as normally distributed and can be continued to next classical assumption test.
### 4.2.2 Multicollinearity Test

#### Table 4.2 Multicollinearity Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 Brand_Awareness</td>
<td>.738</td>
</tr>
<tr>
<td>Brand_Association</td>
<td>.820</td>
</tr>
<tr>
<td>Brand_Loyalty</td>
<td>.726</td>
</tr>
<tr>
<td>Perceived_Quality</td>
<td>.730</td>
</tr>
<tr>
<td>Advertising</td>
<td>.778</td>
</tr>
</tbody>
</table>

Source: SPSS 16

Table Multicollinearity Result above shows that the VIF of each independent variable is less than 10. Meanwhile, multicollinearity exists when variance of inflation factor is greater than 10. Through this assumption, all of independent variables are not correlated each other. In other words, there is no multicollinearity between each independent variable.

### 4.2.3 Heteroscedasticity test

![Scatterplot](source: SPSS 16)

Figure 4.13 Scatter Plot

Source: SPSS 16
Based on scatter plot above, the dots are spread randomly without any pattern. It also shows that the dots spread above and below 0 on Y axis. Therefore, it concludes that there is no heteroscedasticity in regression model.

4.3 Interpretation Result

4.3.1 Multiple Regression Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.063</td>
<td>.384</td>
<td></td>
<td>2.767</td>
</tr>
<tr>
<td>Brand_Awareness</td>
<td>-.168</td>
<td>.075</td>
<td>-.149</td>
<td>-2.241</td>
</tr>
<tr>
<td>Brand_Association</td>
<td>-.116</td>
<td>.058</td>
<td>-.127</td>
<td>-2.013</td>
</tr>
<tr>
<td>Brand_Loyalty</td>
<td>.214</td>
<td>.059</td>
<td>.239</td>
<td>3.621</td>
</tr>
<tr>
<td>Perceived_Quality</td>
<td>.546</td>
<td>.084</td>
<td>.426</td>
<td>6.462</td>
</tr>
<tr>
<td>Advertising</td>
<td>.276</td>
<td>.065</td>
<td>.272</td>
<td>4.255</td>
</tr>
</tbody>
</table>

Source: SPSS 16

In multiple regression, constant value (a) is not used for calculate dependent variables or used standardized coefficients. Because the data has same unit which is has no unit. If there is unit, it used unstandardized coefficient.

Table Multiple Regression above shows that all of the independent variables are significant. It can be seen by the significant level of variables are less than 0.05. Based on that indication, all of the variables are determined as significant and formula for this research can be formulated as follows:

\[ Y = -0.149X_1 - 0.127X_2 + 0.239X_3 + 0.426X_4 + 0.272X_5 \]
Where:

\[ Y = \text{PurchaseIntention} \]
\[ X_1 = \text{Brand Awareness} \]
\[ X_2 = \text{Brand Association} \]
\[ X_3 = \text{Brand Loyalty} \]
\[ X_4 = \text{Perceived Quality} \]
\[ X_5 = \text{Advertising} \]

From formula above, there are two influences happened toward purchasing intention. The influences appear in the research are both negative and positive influence. The interpretation will be as follow:

1. Brand awareness has negative influence toward Pocari Sweat’s purchasing intention. When brand awareness is increase, the purchasing intention is decrease. It is proven by T value of brand awareness is -0.149 which means each increasing of brand awareness will decreasing Pocari Sweat’s purchasing intention by 0.149.

2. Brand association has negative influence toward Pocari Sweat’s purchasing intention. When brand association is increase, the purchasing intention is decrease. It is proven by T value of brand awareness is -0.127 which means each increasing of brand association will decreasing Pocari Sweat’s purchasing intention by 0.127.

3. Brand loyalty has positive influence toward Pocari Sweat’s purchasing intention. When brand loyalty is increase, the purchasing intention is increase too. It is proven by T value of brand loyalty is 0.239 which means each increasing of brand loyalty will increasing Pocari Sweat’s purchasing intention by 0.239.

4. Perceived quality has positive influence toward Pocari Sweat’s purchasing intention. When perceived quality is increase, the purchasing intention is increase too. It is proven by T value of perceived quality is 0.426 which
means each increasing of perceived quality will increasing Pocari Sweat’s purchasing intention by 0.426.

5. Advertising has positive influence toward Pocari Sweat’s purchasing intention. When advertising is increase, the purchasing intention is increase too. It is proven by T value of advertising is 0.272 which means each increasing of advertising will increasing Pocari Sweat’s purchasing intention by 0.272.

### 4.3.2 Measuring the Variability of Regression Model

#### Table 4.4 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.728*</td>
<td>.530</td>
<td>.514</td>
<td>.44464</td>
</tr>
</tbody>
</table>

*Source: SPSS 16*

From table model summary above, R describe coefficient of correlation where R value is 0.728. It means there are strong influence between independent variables and dependent variables. Adjusted R square value in table above is 0.514. The value means that the independent variables can explain 51.4% of dependent variables. The rest of 48.6% is explained by other variables.

### 4.4 Testing the Hypothesis

#### 4.4.1 F-Test

#### Table 4.5 ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>32.990</td>
<td>5</td>
<td>6.598</td>
<td>33.373</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>29.261</td>
<td>148</td>
<td>.198</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>62.251</td>
<td>153</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: SPSS 16*

From table ANOVA above, the value of F is 33.373 and the significant is 0.000. Because the significant value is less than 0.05, independent variables have
significant relationship with dependent variable. The value of F in table above is greater than 1.96. Therefore, null hypothesis \(H_0\) is rejected and accepts the alternate hypothesis \(H_1\) “brand awareness, brand association, brand loyalty, perceived quality and advertising have influence to the Pocari Sweat’s consumer purchasing intention”.

4.4.2 T-Test

Table 4.7 Coefficients table

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.063</td>
<td>.384</td>
<td></td>
<td>2.767</td>
</tr>
<tr>
<td>Brand_Awareness</td>
<td>-.168</td>
<td>.075</td>
<td>-.149</td>
<td>-2.241</td>
</tr>
<tr>
<td>Brand_Association</td>
<td>-.116</td>
<td>.058</td>
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<tr>
<td>Brand_Loyalty</td>
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</tr>
<tr>
<td>Perceived_Quality</td>
<td>.546</td>
<td>.084</td>
<td>.426</td>
<td>6.462</td>
</tr>
<tr>
<td>Advertising</td>
<td>.276</td>
<td>.065</td>
<td>.272</td>
<td>4.255</td>
</tr>
</tbody>
</table>

Source: SPSS 16

Table in the above shows the relationship between each independent variable with dependent variable. It also use to test hypothesis whether the null hypothesis is rejected or accepted. The interpretation data will be as follow:

1. Brand Awareness

There is significant relationship toward consumers’ purchasing intention. It is proven by T test. The significant value for brand awareness is 0.027 and it is less than 0.05. It means brand awareness is appropriate as variable which has significant relationship toward consumers’ purchasing intention.

The null hypothesis “There is no significant factor of brand awareness, brand association, brand loyalty, perceived quality and advertising which influence
the Pocari Sweat’s consumer purchasing intention” is rejected and accepts alternate hypothesis. It is proven by the T value of brand awareness is -2.241 and it is less than -1.96.

2. Brand Association

There is significant relationship toward consumers’ purchasing intention. It is proven by T test. The significant value for brand association is 0.046 and it is less than 0.05. It means brand association is appropriate as variable which has significant relationship toward consumers’ purchasing intention.

The null hypothesis “There is no significant factor of brand awareness, brand association, brand loyalty, perceived quality and advertising which influence the Pocari Sweat’s consumer purchasing intention” is rejected and accepts alternate hypothesis. It is proven by the T value of brand association is -2.013 and it is less than -1.96.

3. Brand Loyalty

There is significant relationship toward consumers’ purchasing intention. It is proven by T test. The significant value for brand loyalty is 0.000 and it is less than 0.05. It means brand loyalty is appropriate as variable which has significant relationship toward consumers’ purchasing intention.

The null hypothesis “There is no significant factor of brand awareness, brand association, brand loyalty, perceived quality and advertising which influence the Pocari Sweat’s consumer purchasing intention” is rejected and accepts alternate hypothesis. It is proven by the T value of brand loyalty is 3.621 and it is greater than 1.96.
4. Perceived Quality

There is significant relationship toward consumers’ purchasing intention. It is proven by T test. The significant value for perceived quality is 0.000 and it is less than 0.05. It means perceived quality is appropriate as variable which has significant relationship toward consumers’ purchasing intention.

The null hypothesis “There is no significant factor of brand awareness, brand association, brand loyalty, perceived quality and advertising which influence the Pocari Sweat’s consumer purchasing intention” is rejected and accepts alternate hypothesis. It is proven by the T value of perceived quality is 6.642 and it is greater than 1.96.

5. Advertising

There is significant relationship toward consumers’ purchasing intention. It is proven by T test. The significant value for advertising is 0.000 and it is less than 0.05. It means advertising is appropriate as variable which has significant relationship toward consumers’ purchasing intention.

The null hypothesis “There is no significant factor of brand awareness, brand association, brand loyalty, perceived quality and advertising which influence the Pocari Sweat’s consumer purchasing intention” is rejected and accepts alternate hypothesis. It is proven by the T value of advertising is 6.642 and it is greater than 1.96.

4.5 Analysis of Result

4.5.1 Brand Awareness towards Purchasing Intention

In this research, brand awareness gives significant result and has influence toward Pocari Sweat’s purchasing intention. Although brand awareness has influence with consumer’s purchasing intention, the influence is negative. It
means when the brand awareness is increase, the purchasing intention is decrease and vice versa.

Based on the data which collected by questioner, Pocari Sweat’s brand awareness is concluded as healthy isotonic drink. When the brand awareness of Pocari Sweat is increase meanwhile the other variables are constant, it decreases the purchasing intention for 0.149. It could happen when people aware more about Pocari Sweat, people also think about isotonic drink. When people think about isotonic drink, there are brand preferences or given the opportunity to try other brands which decrease the consumer’s purchasing intention toward Pocari Sweat.

4.5.2 Brand Association towards Purchasing intention

In this research, brand association gives significant result and has influence toward Pocari Sweat’s purchasing intention. Although brand association has influence with consumer’s purchasing intention, the influence is negative. It means when the brand association is increase, the purchasing intention is decrease and vice versa.

Based on data which collected by questioner, Pocari Sweat’s brand association is concluded as premium price of isotonic drink. When brand association of Pocari Sweat is increase meanwhile the other variables are constant, it decrease the purchasing intention for 0.127. It is caused if Pocari Sweat’s price is increase, customers also will search for alternative brand. There are other isotonic brands which cheaper than Pocari Sweat. These brands might become alternative of Pocari Sweat. The customer might change from Pocari Sweat to the alternative brand. Therefore, the costumers purchasing intention will less toward Pocari Sweat.
4.5.3 Brand Loyalty towards Purchasing Intention

In this research brand loyalty gives significant result and has influence toward Pocari Sweat’s purchasing intention. Brand loyalty has positive influence toward consumer’s purchasing intention. It means when the brand loyalty is increase, the purchasing intention is increase too.

Based on data from questioner, Pocari Sweat’s brand loyalty is concluded as isotonic drink which is frequently bought and recommended by loyal consumers. When brand loyalty is increase meanwhile other variables are constant, the purchasing intention is increase for 0.239. Brand loyalty definitely increases the purchasing intention. Although there is competitor in market, loyal customers have tendency to stick with the brand and they do not do brand switching. High level of loyal customers will give more benefit to the brand because they are willing to recommend Pocari Sweat to other customers.

4.5.4 Perceived Quality towards Purchasing Intention

In this research perceived quality gives significant result and has positive influence. It means if perceived quality is increase, the purchasing intention also increases.

Based on questioner that distributed by researcher, perceived quality is concluded as product’s quality which offered by Pocari Sweat. When perceived quality is increase meanwhile other variables are constant, the purchasing intention is increase for 0.426. Perceived quality has the biggest positive influence. Customers buy Pocari Sweat because it has good product’s quality. Pocari Sweat ensures the safety of the product by write the expired date in product’s packaging and make sure the packaging can cover the isotonic water. The ingredients are also from high quality material. The color and taste are not change although it saves in long time and the contents of Pocari Sweat will not harm the body.
because as isotonic water, it has similar concentration of salt and sugar in human body.

**4.5.5 Advertising towards Purchasing Intention**

In this research advertising gives significant result and has positive influence. It means if advertising is increase, the purchasing intention also increases.

Based on questioner that distributed by researcher, advertising is concluded as Pocari Sweat’s TV Ads. When Advertising is increase, meanwhile other variables are constant, the purchasing intention are increase for 0.272. Advertising gives positive influence toward consumer’s purchasing intention because advertising creates brand familiarity in customers’ mind and it repeats the messages as many as its repetition in mass media. Customers have tendency to buy familiar brand rather than unfamiliar brand. Advertising also tells the benefits of brand during the short duration in TV. Customers are passively learning general information about the product from advertising and they are not search the information extensively. It prevents brand preferences and attracts customers to purchase Pocari Sweat. Therefore with advertising increase, consumer purchasing intention also increases.

**4.5.6 All Variables toward Consumer’s Purchasing intention**

In this research, consumers’ purchasing is affected by all the independent variables (brand awareness, brand association, brand loyalty, perceived quality and advertising) all together. It is proven by the F test and level of significant. The F value is 33.373 and it is greater than 1.96. Besides, the significant value is 0.000 and it is less than 0.05. Therefore, not only all of the independent variables are significant toward Pocari Sweat’s purchasing intention but also null hypothesis is rejected and accepted alternate hypothesis“brand awareness, brand association, brand loyalty, perceived quality and advertising have influence to the Pocari Sweat’s consumer purchasing intention”.
CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, Researcher will discuss about conclusion and recommendation based on analysis in chapter four. This research was conducted in order to know what type of consumer behavior especially in research area and influence between independent variables and dependent variables.

5.1 Conclusion

1. Although there are significant influences, there are negative influence and positive influence. Brand awareness and brand association have negative influence toward consumers’ purchasing intention. Brand loyalty, perceived quality and advertising have positive influence toward consumers’ purchasing intention.

2. Based on coefficient of influence, R value showed in table 4.5 is 0.728 which means there are strong influences between independent variables with dependent variables. Adjusted R square in this research is 0.514. It concludes that brand awareness, brand association, brand loyalty, perceived quality and advertising can explain 51.4% of Pocari Sweat’s purchasing intention. The rest 48.6% of Pocari Sweat’s purchasing intention can be describe by other variables.

3. all of the independent variables brand awareness, brand association, brand loyalty, perceived quality and advertising all together give significant influence toward Pocari Sweat’s purchasing intention. It is proven by table 4.6 which Fvalue is 33.373 greater than 1.96 and significant value is 0.000 lower than 0.05.

4. Every independent variable gives significant influence toward Pocari Sweat’s purchasing intention. It is proven by table 4.7 which T value of
brand awareness and brand association are less than -1.96 and brand loyalty, perceived quality and advertising are greater than 1.96. Each of significant value also less than 0.05

5.2 Recommendation

Based on explanation conclusion above, there are some points that can be used as recommendation in order to be consideration and suggestion. Here are the recommendations:

1. Based on this research, brand awareness has negative influence toward consumers’ purchasing intention. PT. Amerta Indah Otsuka should pay attention on this variable. Maybe as customers aware of Pocari Sweat, customers also aware of other brand of isotonic drink. Therefore, PT AIO should create Pocari Sweat’s uniqueness to differentiate with other brands.

2. On the other hand, brand association also has negative influence toward consumer’s purchasing intention. PT. AIO also should pay attention in this variable. In isotonic segment, Pocari Sweat has suitable price with its quality. Although the price is suitable with its quality, if the price of Pocari Sweat increases, it will give negative influence the purchasing intention. Therefore, PT AIO should carefully think about the price strategy.

3. Brand loyalty, perceived quality and advertising have positive influences toward consumers’ purchasing intention. These three variables are the most significant and all of them give positive relationship. Therefore, PT AIO should maintain these strategies.

4. For next researchers who will do research in the same field, they can use other variables or specific variables which are not mention in this research. They also can conduct the research in different location where every place has its own consumer behavior.
REFERENCES

Books:


Journal:


Website:


http://www.aio.co.id retrieved on 31 October 2012


http://www.marketing.co.id/ retrieved on 24 October 2012


http://www.pocarisweat.co.id retrieved on 29 October 2012
Appendices
Responden yang Terhormat,


Atas kesediaan dan kerja sama Anda, saya ucapkan terima kasih

Regards

Suriansen Wirianto

Silahkan mengisikotak sesuaidengan profile Anda.

Jeniskelamin

☐ Pria   ☐ Wanita

Berapakah usia Anda??

☐ < 18 tahun   ☐ 18 tahun – 21 tahun   ☐ > 21 tahun

Dari mana Anda mendapat informasi mengenai Pocari Sweat?

☐ Iklan   ☐ Keluarga   ☐ Teman Lain

Jenis pekerjaan Anda sekarang?

☐ Mahasiswa   ☐ Karyawan   ☐ Pengusaha   ☐ Lain
Silahkan mengisikotak yang kosong sesuaidengan penilaian angka berikut


<table>
<thead>
<tr>
<th>Brand awareness</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sayamengetahui adanyamerk minuman Pocari Sweat</td>
<td></td>
</tr>
<tr>
<td>Sayamenyadari bahwa Pocari Sweat merupakan minuman isotonik</td>
<td></td>
</tr>
<tr>
<td>Sayamenyadari bahwa Pocari Sweat merupakan minuman kesehatan</td>
<td></td>
</tr>
<tr>
<td>Sayamenyadari bahwa Pocari Sweat dapat menggantikan cairan tubuh yang hilang</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Association</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocari Sweat memiliki rasa yang memuaskan</td>
<td></td>
</tr>
<tr>
<td>Harga yang ditawarkan sesuai dengan kualitas produk</td>
<td></td>
</tr>
<tr>
<td>Pocari Sweat merupakan produk minuman yang terkenal</td>
<td></td>
</tr>
<tr>
<td>Pocari Sweat mudah ditemukan atau tersedia dimana saja</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Loyalty</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sayasering mengkonsumsi Pocari Sweat</td>
<td></td>
</tr>
<tr>
<td>Sayabersedia merekomendasikan minuman Pocari Sweat</td>
<td></td>
</tr>
<tr>
<td>Sayatetap membeli Pocari Sweat walaupun adanya kenaikan harga</td>
<td></td>
</tr>
<tr>
<td>Sayalebih memilih Pocari Sweat daripada minuman isotonik lainnya</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perceived Quality</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walaupun disimpan lama, warna dan rasa Pocari Sweat tidak berubah</td>
<td></td>
</tr>
<tr>
<td>Tanggalkadaluwarsa Pocari Sweat masih lama</td>
<td></td>
</tr>
<tr>
<td>Bahan-bahan terkandung dalam Pocari sweat tidak merusak kesehatan</td>
<td></td>
</tr>
<tr>
<td>Kemasan botol dapat meminjam keamanan produk yang dikonsumsi</td>
<td></td>
</tr>
</tbody>
</table>
Advertising

SayamenggetahuiadanyaiklanPocari Sweat versi “Saya + Pocari Sweat dan Youth Sweat Beautiful”

Iklandan model iklanPocari Sweat menarikdanmudahdimengerti

IklanPocari Sweat menyampaikanpesantentang benefit/kelebihanminumanisotonikPocari Sweat

Pocari Sweat mensponsorieberbagiaicara

Purchasing Intention

SayamemutuskanuntukmembeliminumanisotonikPocari Sweat

SayamembeliPocari Sweat karenakeseluruhankualitasdanproduk yang baik

SayamembeliPocari sweat karenatertarikakaniklan, promosidan model yang ada di media

SayamembeliPocari Sweat karenamemilikicitra, namasertamerk yang baikdanterkenal

The honorly respondents,
I am Suriansen Wirianto, a university student majoring International Business in President University. I am writing my thesis “Influence of Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality and Advertising Toward Customer Purchasing Intention”. In order to complete this thesis, I need actual data from you. Therefore, I ask for your willingness to fulfill my questioner. Data and information are used for academic purposes.

Thank you for your contribution and cooperation.

Regards

Suriansen Wirianto

Please fill the box based on your profile.

Gender

☐ Male  ☐ Female

How old are you??

☐ years  ☐ 21 years  ☐ years

From where do you get information about Pocari Sweat?

☐ TV ads  ☐ Family  ☐ Friends  ☐ Others

What is your occupation now?

☐ Student  ☐ Employee  ☐ Entrepreneur  ☐ Others

Please fill in the empty boxes according with the following assessment
<table>
<thead>
<tr>
<th>Brand awareness</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know there is brand named Pocari Sweat</td>
<td></td>
</tr>
<tr>
<td>I realize that Pocari Sweat is isotonic drink</td>
<td></td>
</tr>
<tr>
<td>I realize that Pocari Sweat is healthy drink</td>
<td></td>
</tr>
<tr>
<td>I realize that Pocari Sweat can replace lost fluids in the body</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Association</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocari Sweat has delicious taste</td>
<td></td>
</tr>
<tr>
<td>Price of Pocari Sweat is matched with product’s quality</td>
<td></td>
</tr>
<tr>
<td>Pocari Sweat is well known drink</td>
<td></td>
</tr>
<tr>
<td>Pocari Sweat easily get or find everywhere</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Loyalty</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I frequently drink Pocari Sweat</td>
<td></td>
</tr>
<tr>
<td>I am willing to recommend Pocari Sweat</td>
<td></td>
</tr>
<tr>
<td>I am still buy Pocari Sweat although the price is increase</td>
<td></td>
</tr>
<tr>
<td>I prefer Pocari Sweat rather than other isotonic drink</td>
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</table>

<table>
<thead>
<tr>
<th>Perceived Quality</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Although Pocari Sweat keeps in long term, the taste and color does not change</td>
<td></td>
</tr>
<tr>
<td>Pocari Sweat has long time expired date.</td>
<td></td>
</tr>
<tr>
<td>Ingredients contain in Pocari Sweat will not harm the body</td>
<td></td>
</tr>
<tr>
<td>The packaging can ensure the safety of product</td>
<td></td>
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</table>
### Advertising

<table>
<thead>
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<th>Score</th>
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</table>

- I know Pocari Sweat’s advertising ‘Saya + Pocari Sweat’ and ‘Youth Sweat Beautiful’
- Pocari Sweat’s advertising and model are interesting and understandable
- Pocari Sweat’s advertising tells benefit of the product
- Pocari Sweat sponsoring various events

### Purchasing Intention

<table>
<thead>
<tr>
<th>Score</th>
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</table>

- I am deciding to buy Pocari Sweat
- I buy Pocari Sweat due overall quality of the product
- I buy Pocari Sweat due interested with the advertising, promotion and model in media
- I buy Pocari Sweat because its famous and good image, name and brand