

# Brand Loyalty Analysis Consumers Meatball Product in Makassar, Indonesia

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## Brand Loyalty Analysis Consumers Meatball Product in Makassar, Indonesia

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### Abstract

Brand loyalty is a measure of a customer's relationship with a brand. A loyal customer will not quickly transfer his purchase to another brand. The correct management and utilization of brand loyalty can be a starting asset for a company. This study was conducted to analyze the brand loyalty of meatball products Sixone 77 and Mangasa in Makassar City. This research uses both descriptive and quantitative methods. Data was obtained from interviews, observations, and literature studies. The sample used was as many as 100 consumers. Analysis of descriptive statistical brand loyalty data using pyramids with likert scale measurements. The parameters observed in brand loyalty consist of committed buyers, liking the brand, satisfied buyers, habitual buyers, and switchers. The results showed that the brand loyalty level of Sixone 77 meatballs consisted of committed buyers 61%, liking the brand 87%, satisfied buyers 85%, habitual buyers 50%, and switchers 12%, while brand loyalty meatballs Mangasa consisted of committed buyers (18%), liking the brand 78%, satisfied buyers 75%, habitual buyers 50%, switchers 12%. **Based on the results of the study, it can be concluded that the brand loyalty of Sixone 77 meatballs and Mangasa is in the category of liking the brand.**

**Keywords:** *Consumer loyalty, meatball.*

### Introduction

Meatballs are a type of food made from flour and meat. People, ranging from children to adults, usually eat meatballs as snacks. Various kinds of snacks, such as meatballs, are available on the market with a variety of flavors and different prices. The product's quality influences purchasing choices. Due to environmental factors, increased competition, and increasing consumer demand, many

companies attempted to meet their goal of producing a high-quality product that could compete in the market. Meatballs are products that have no class limit, whether they are luxury products or not (Brata et al., 2017). The consumers are classified as many and varied based on social status and age. A reasonably wide market share has made meatball producers persist, even though there are starting to be issues regarding the imposition of taxes by the government to try to suppress this

business (Sawitri and Rahantha, 2019). The use of items, both tangible products and intangible attributes, repeatedly is an indication of consumer loyalty. While there may have been intervention in the situation and the marketing department may have had the opportunity to influence behavioral change, loyalty is an image of integrity that is firmly held to continue to purchase or subscribe to a specific product in the future (Lie et al., 2019). To understand customer or consumer loyalty, consideration of approaches is used in measuring it. Considering some precise measurements will provide additional insight to customers, in other words, providing a practical tool for using the concept to relate it to profitability. Consumer loyalty is needed to ensure that the products offered are acceptable to consumers, as well as through consumer loyalty analysis, the company can determine policies related to the products to be offered to consumers. A product's level of goodness or badness depends on all the components that are connected to its goods or services. As a result, the goods can be used however the product's customers see fit. In order to achieve greater results, an improvement in product quality essentially called for an improvement that involved everyone in the company. Therefore, a high-quality product was required to ensure customer satisfaction. The company does have a big obligation to ensure that products increase customer satisfaction (Minar and Savitri, 2017).

One approach is to consider actual behavior based on loyalty building consisting of the costs of transition, satisfaction, liking, and commitment. Customer-specific products depend on a number of factors, namely: the amount of cost associated with moving to another development, the similarity of quality or service of the type of substitute goods or services; the risk of changing prices due to

substitute goods or services, and changes in the level of satisfaction found from new products compared to the experience of previous products that have been used or consumed (Pradipta and Yulianthini, 2022). Therefore, it is necessary to learn about the level of consumer loyalty of Sixone77 brand meatballs since this product is a new product and Mangasa, as a product that has been circulating in the market for a long time, must be able to meet the wants and needs of consumers so that it can have added value compared to other meatballs.

### Materials and Methods

The research was conducted in Makassar City, and data collection was carried out by observation and in-depth interviews with 100 consumer respondents using a questionnaire. This type of research is descriptive quantitative that describes a research phenomenon by using of a survey method. Data is obtained from research samples and analyzed according to the statistics of the method.

Data analysis in this study is to use descriptive statistical analysis tools. Descriptive statistics are essentially a process of transforming research data into a more understandable form. Descriptive statistics are used to provide information about the variables studied. Descriptive statistics relate to the activity of calculating the mean (average, median, mode, looking for standard deviations, and so on).

#### 1. Average (Mean)

Means to calculate the single value of each research variable so that it can be used to describe the research variable being discussed. This study used five interval scales, where the formulation of each class can be calculated by the following formula

Average=

$$\frac{\text{Number of frequencies} \times \text{internal scale}}{\text{Number of frequencies}}$$

The scale range is (1) 1.00 – 1.80 = very ugly, (2) 1.80 – 2.60 = ugly, (3) 2.60 – 3.40 = enough, (4) 3.40 – 4.20 = good, (5) 4.20 – 5.00 = very good

## 2. Percentage (%)

Percentages are used to see how large the number of switchers, habitual buyers, satisfaction buyers, like of the brand, and commitment buyers can be made into a pyramid of levels of brand loyalty. The percentage is calculated by the number of respondents who answer scores 1, 2, 3 and 4, 5 multiplied by each number of respondents then based on the number of respondents who answer scores 4 and score 5 divided by the cumulative number of research samples.

## Results and Discussion

### Characteristics of Respondents

There were 100 respondents used in this study. The characteristics of the respondents were assessed by age, gender, occupation, and education. The features of the respondents can be seen in table 1.

Table 1 shows respondents based the age of 45–51 years the most, namely 30 people with a percentage of 30%, while respondents aged 66–72 years have the least, namely 1 person with a rate of 1%. This shows that the age of respondents affects the selection of products and services because increasing needs accompany it. Age is one of the influential factors in consumers' choice of products and services. The older a person is, the more varied the products and services they consume. Kusuma et al. (2017) they stated that consumers buying food already have specific

considerations in making decisions and understanding the food to be chosen according to consumer tastes. The relatively young age is quite mature in decision-making, so it is more effective in purchasing meatballs.

Table 1 shows respondents based on the sex of most respondents, namely women with a percentage of 80% and men with as many as 20 people with a rate of 20%. The gender that dominates in making purchases is female. This shows that women prefer to consume meatballs. In addition, women are decision-makers when it comes to buying household necessities. Basith and Fadhliah (2018) who states that women have a very high interest in making purchases. Women prefer to shop and hang out with friends more than men. A woman is someone who thinks about food consumption in family affairs. Gender can influence a person's consumption patterns and selection of goods and services. Purchasing decisions are consumer behavior in buying products to be consumed. One of the factors in purchasing decisions is gender. Bancin (2021) which states that gender is one of the demographic factors that influence purchasing decisions.

Table 1 shows that consumers' jobs are mostly civil servants, with as many as 56 people with a percentage of 56%, while the lowest occupations of consumers are in the group of housewives, with as many as 2 people with a percentage of 2%. A person's work will affect the use or purchase of one's goods and services. The better a person's work, the better the level of welfare and level of consumption so that the needs of the business process can be well known and make decisions on the purchase process needed. person's work would affect the goods and services he buys.

**Table 1. Characteristics of respondents**

No	Characteristics	Number (Person)	Percentage (%)
1	<b>Age</b>		
	17-23	13	13
	24-30	9	9
	31-37	15	15
	38-44	27	27
	45-51	30	30
	52-58	2	2
	59-65	3	3
66-72	1	1	
2	<b>Gender</b>		
	Male	20	20
	Female	80	80
3	<b>Occupation</b>		
	Private Employees	17	17
	Student	10	10
	Self employed	7	7
	Civil servants	56	56
	Housewives	8	8
	Student	2	2
4	<b>Education</b>		
	Primary school	3	3
	Junior High School	1	1
	High School	20	20
	Diploma (DIII)	1	1
	Undergraduate (S1)	39	39
	Masters (S2)	26	26
Doctorate (S3)	10	10	

Table 1 shows that respondents' education varies from elementary to doctoral schools. 3 elementary schools with a percentage of 3%, junior high schools as many as 20 people with a percentage of 20%, high schools as many as 20 people with a percentage of 20%, Diplomas (DIII) as many as 1 person with a percentage of 1%, Bachelors (S1) as many as 39 people with a percentage of 39%, Masters (S2) as many as 26 people with a percentage of 26%, and

Doctorates as many as 10%. A person's level of education affects a person's ability to think their way of life, and even a person's perception of something. This suggests that the level of education affects consumers' knowledge in selecting nutritious products. Devi and Hartono (2015) who stated that there is a real influence of formal education levels on purchasing decisions because the level of education directly or indirectly affects a person's mindset, which will then affect the selection of products. In general, highly educated clients seek as much information as possible, are expected to be more aware of alternative items or

administrations, and have far superior capacities for assessing alternatives, making them more difficult to fulfill Chiguvi and Guruwo (2017) women tend to invest more in purchasing activity than men and pay more attention to the activities of marketers.

**Brand Loyalty**

Brand Loyalty is a measure of a customer's loyalty to a brand. Consumer loyalty of the Sixone 77 meatball brand can be seen in table 2 and the Mangasa meatball brand in table 2 below.

**Table 2. Brand loyalty consumers sixone 77 and mangasa meatballs**

No	Elements of brand loyalty	Indicators	1 2 3 4 5										Numbers	Number of scores		Average	
			S	M	S	M	S	M	S	M	S	M		S	M		S
1	<b>Switcher</b>	Price, promotion new product	7	5	42	43	39	40	9	8	3	8	100	259	263	2	3
2	<b>Habitual buyer</b>	Habit	5	2	36	38	9	10	45	42	5	42	100	309	316	3	3
3	<b>Satisfied buyer</b>	Product consumption	4	2	1	5	10	18	72	68	13	68	100	389	373	4	4
4	<b>Liking the brand</b>	Meatball quality famous, classy	-	1	2	5	11	16	68	67	19	67	100	404	382	4	4

5	<b>Committed buyer</b>	Commuting other people	7	20	2	28	30	34	43	15	18	15	100	363	253	4	2
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Note (1) Very Ugly, (2) Ugly, (3) Enough, (4) Good, (5) Very Good

S (Sixone 77) M (Mangasa)

### Switcher Buyer

Switch buyers are a group of consumers who like to switch brands. This is shown by consumers who are sensitive to price changes, discounts/promos, and new products. Including those who switched were respondents who answered "often" and "always" to the questions asked. Consumers of Sixone 77 meatballs and Mangasa sometimes change brands due to the price factor, this is evidenced by respondents who are really price sensitive and tend to change brands for Sixone 77 and Mangasa 12%. This data means that the information extracted gives good expectations for the product because there are only 12% of respondents who tend to change brands due to price factors. Switcher respondents had different reasons based on the price factor, one of which was that consumers just wanted to try and were curious about the taste of the meatballs, affordable prices and product quality as well as comparing prices and product quality with other brands and several other considerations. Respondents have a sufficient level of brand switching.

### Habitual Buyer

Habitual buyers are consumers who are at the second level of the brand loyalty pyramid in general and can be categorized as consumers who buy Sixone 77 and Mangasa brand meatballs out of habit, and many buy them. Custom buyers are calculated based on the "agree" and "strongly agree" answers to the two habitual buyer questions posed.

Consumers/respondents of Sixone 77 and Mangasa meatballs stated that they did not agree and doubted the decision to buy Sixone 77 meatballs because of the buying habits of 50%, while respondents who agreed were shown through respondents whose data interpreted the information that was extracted giving good hopes for Sixone 77 meatball companies and Mangasa because there are 50% who do not agree that the purchase is based on habitual factors. The reasons for the respondents differ based on buying habits just because they want to try the taste, the quality of the meatballs that competes with other meatball products while consumers buy the Sixone 77 meatballs because they see other people buying and depending on the availability of promotional prices and consumers buy because of the affordability of the product to get. Consumers in the sufficient category or it can be said that the average consumer/respondent is used to buying Sixone 77 meatballs.

### Satisfied Buyer

Satisfied buyers are consumers who are at the third level of the brand loyalty pyramid in general and can be categorized as satisfied customers with Bakso Sixone 77 and Mangasa. Satisfied buyers are calculated based on the answers "satisfied" and very satisfied from two questions of satisfied buyers. Consumers/respondents of Sixone 77 meatballs stated that they bought Sixone 77 meatballs because they were satisfied with the amount they consumed. The information gives good hope for the Sixone 77 meatball company.

because there are 85% of consumers who claim to be satisfied consuming Sixone 77 and there are 75% of consumers who claim to be satisfied in consuming Mangasa brand meatballs. Respondents have different reasons regarding their satisfaction in consuming meatballs and service at outlets, one of which is quality and hygienic meatballs, taste and affordable prices after good service at outlets. Good category consumers or it can be said that the average respondent is satisfied in consuming the product.

**Liking The Brand**

Likes a brand are consumers who are at the fourth level of the general brand pyramid and can be categorized as consumers who really like Sixone 77 and Mangasa brand meatballs. Respondents who included in the level of brand preference were those who answered "like" and "very like" of the three questions asked. Likes brands are consumers who are at the fourth level of the general brand pyramid and can be categorized as consumers who really like Sixone 77 and Mangasa brand meatballs. This information gives good hope for the sixone 77 brand meatball company because there are 87% of respondents who claim to like the quality of the meatballs higher than Mangasa meatballs, there are 78% of people who like the product.

The reasons for the respondents to buy varied because of the good quality of the product, the good taste and the affordable price. Good category consumers or it can be said that the average respondent likes Sixone 77 and Mangasa.

**Committed Buyer**

Committed buyers are consumers who are at the fifth (highest) level of the pyramid of brand loyalty in general and can be categorized as loyal consumers (loyal) to Sixone 77 and

Mangasa brand Bakso, namely consumers who tend to make repeat purchases, have a tendency to recommend and feel proud to consume Sixone 77 and Mangasa brand meatballs. This level of buyer commitment is what the company wants the most, because if consumers have reached this level, the possibility of consumers switching brands will be very small.

Respondents who are included in the committed buyers based on the questionnaire are respondents who answer "often" and "always" to the questions asked. Most of the respondents stated that they sometimes promote SixOne 77 meatballs to other people. The information contained can provide good hope for the Sixone 77 meatball company because there are 61% of consumers who recommend SixOne 77 brand meatballs to others, while Mangasa meatballs are consumers who are less loyal, namely 18%, the number of loyal consumers still needs to be increased, so that more many consumers know the product. The reasons for the respondents to buy varied because of the good quality of the product, the good taste and the affordable price. The average respondent rarely buys the product because meatball products are still difficult to find and are still not well known by other consumers. Consumers are in the good category or it can be said that respondents have a good level of loyalty, and Mangasa is included in the bad category.

**Pyramid Brand Loyalty**

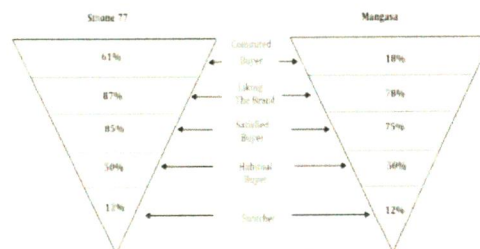


Fig. 1. Pyramid Brand Loyalty Sixone 77 and Mangasa meatball

Sixone 77 brand meatballs have the most consumers at the brand liking level with a value of 87%, and Mangasa meatballs with a discount of 78%. It can be seen that the percentage difference where Sixone 77 meatball products are higher than Mangasa meatballs is due to a quality product. Consumers buy at this level because they like meatball quality, well-known and classy products. As a result, Six One Seven is expected to be able to maintain and improve the quality of its products and services. This is critical for retaining brand loyalty and avoiding brand selection. Komala et al. (2019) one of the measures to measure consumer loyalty is the best food. For product positioning to be successful, the product must fit the buyer's wants or needs because consumers typically buy products they feel match these needs (Rukaiyah, 2020). Considering that a product's quality is closely related to consumer satisfaction, which is the company's marketing goal, product quality necessitates the company or producer to give immediate attention (Zhang and Wang, 2020).

(Halder et al., 2020; Kim and Seock, 2019) value is a continuous perspective on consumer action to select a service or product to produce welfare for consumers, assert. Not every time the producer can satisfy customers, since customer satisfaction is important for any organization, whether in the service sector or the goods sector. Customers' attitudes and behaviors fluctuate because there are so many people who use the product, and each customer uses it differently (Burhanuddin et al., 2021). Concerning the link between brand image, product quality, and customer loyalty, a number of studies have discovered conflicting outcomes. According to Yudhya (2017), Chao, et al. (2015), "corporate image" is one of the factors that influences customer loyalty, along with "brand image". While some studies contend that brand loyalty is influenced by

customer pleasure as an intermediary variable. Zhang (2015) found that brand image has a positive impact on consumer loyalty and satisfaction. With good product quality, customers who come to buy the product are satisfied and will give themselves a type of loyalty not to switch to other products, which is something that the company greatly expects in order to sustain its business existence (Grace et al., 2021). Customer satisfaction led to rising customer loyalty, greater cash flow, and decreased operating costs. Customers will therefore be prepared to pay more (will be prepared to pay more) for goods and services of superior quality.

The dominant brand loyalty tier in the second position is satisfied buyers. Sixone meatballs 77 with a value of 85% and Mangasa with 75%. It can be seen that the percentage difference where Sixone 77 meatball products are higher than Mangasa meatballs because consumers are more satisfied with consuming Sixone 77 meatballs in terms of various product variations and fast service. Shopper fulfillment is the customer's evaluation of the item or benefit in terms of surveying whether the item has met the requirements and desires of the client. If the product or service provided can meet all the needs and requirements of the consumer, a feeling of the satisfaction arises in the consumer. Firmansyah et al. (2018) which states that the emergence of complacency in consumers will then affect consumer attitudes. Nourishment quality and brand image have a positive impact on shopper fulfillment. Which to increase consumer satisfaction, the quality of food and brand image need to be improved as well. Better item quality maintains a high level of client satisfaction, allowing clients to make future purchases (Diputra and Yasa, 2021). The level of brand loyalty that is dominant in third place is buyer commitment. Sixone 77 meatballs with a value of 61%, and Mangasa

with a value of 18%. There is a percentage difference where the Sixone 77 meatball product is higher than the Mangasa meatball, meaning that Sixone 77 consumers are willing to be loyal and recommend the product to others. This is because committed buyers are a level of brand loyalty where at this level users are willing to recommend the product to others, feel proud when using it and reflect who they are, and are willing to pay a high cost for the item. The attractiveness of products is where consumers make product transactions to meet their needs and desires, but consumers also consider the products purchased, which according to them, have the attractiveness. Khoironi et al. (2018) A highly satisfied customer typically purchases more as the business releases new products and upgrades existing ones, is more likely to recommend the business and its products, pays less attention to competing brands and is less price sensitive, suggests. Kurnianto (2019) Clients will react positively to a quality product. The client's selection of the item that will be purchased is affected by the item's feature. When a customer comes in to make a purchase, he makes his choice regarding a brand almost immediately. Hakim (2021) Price In other words, offering things at a relatively low price will provide buyers more for their money. Promotion, namely the dissemination of information about the company's goods and services in an effort to explain their advantages to the target market. Advertising for goods and services, discounts on merchandise, and gift-giving are some of these promotional activities. (Duffett, 2015; Lee et al., 2019) recurrent purchases, purchases outside the product or service line, inviting others, and appearing impervious to the pull of competitors are all indications of satisfied clients. Because loyal customers require less effort to keep than new markets, item properties should be considered to contribute to customer

satisfaction and maintain their devotion (Jumeri and Falah, 2021).

Successively, the level of brand loyalty in the fourth and fifth place is habitual buyer Sixone 77 and Mangasa with a value of 50% and switcher with a discount of 12%. Respondents who are classified as switcher levels have a small matter. This is not a big problem for the company but must still be considered so that the value of the switcher buyer level in the future does not increase and consumers do not move to other brands. The next thing that companies need to pay attention to so that consumers do not move to other brands namely the factors of price, discounts, product quality and product availability because based on the results of the frequency distribution of respondents, users of the Sixone 77 meatball brand argue that the disadvantages of the product are the relatively high price and the difficulty of getting the product at the convenience store so that more consumers make purchases at the online store than at the official Sixone 77 store. The weakness of the mangasa meatball brand lies in the lack of confidence in consuming due to thin packaging and products that are classified as long so that consumers forget about the brand because of competitors. Customers will lose track of the brand if it is not categorised for as long as possible. According to Timmerman et al. (2017), pricing is a key variable in marketing because it can affect consumers' decisions to acquire products. Price may be a precise measure of quality for psychological reasons. Consumers typically compare products because they believe there is a link between price and product quality which influences their purchasing decision. Choosing a strategic location is crucial since it will make your business easier for clients to find and visit. A product's strategic placement has an impact on how appealing it is to consumers as a potential price satisfaction is crucial to

competitive strategy since it influences customers' purchasing decisions, which can eventually result in profitability and long-term viability of the A company activity is the requirement to recruit and keep loyal customers. Relationships between buyers and sellers are significantly influenced by price satisfaction. After modifying the features of products and services, one of the most adaptable and diverse mixed marketing aspects is price. According to Barus and Silalahi (2021), the requirements for cleanliness, neatness, comfort, and the proper or strategic location are the places that consumers use as a point of reference when making purchasing decisions, repurchase intentions, word-of-mouth marketing, and organizational recommendations serve as behavioral indicators of client loyalty.

### Conclusion

The consumer loyalty of Sixone 77 and Mangasa is in the category of liking the brand, but committed consumers of Sixone 77 are 61% higher than Mangasa 18%.

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