An analysis of the Bango Soy Sauce Brand's Reputation and Performance

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Article Info	ABSTRACT
Keywords: Brand Performance, Brand Reputation, Soy Sauce.	The focus of this study is to explore how brand reputation affects brand performance using the Bango soy sauce brand as a case study. Methods of quantitative description are implemented in this study. The present study applied purposive sampling, whereby participants were selected based on their comprehension of and experience with Bango Soy Sauce products, with a buying window of July 2023 to March 2024. In all, one hundred respondents took part in this study. Version 3.3.9 of the Smart PLS analysis program is used to process partial least squares, which have been used in data analysis in research. Respondents were provided with a Google Form questionnaire with a scale from 1 to 4 that included the options for strongly disagree, disagree, agree, and highly agree. Despite the notable exception of the first section, every section of the study questionnaire is a closed statement form. It is clear from the research findings and the discussion above that brand performance is influenced by reputation. The performance of a company's brand is positively correlated with its reputation. The Bango soy sauce brand could thrive at its best with a reputable name in the industry, superior raw materials, and effective brand management. The research's management consequence is that Indonesian society typically bases its purchasing decisions on the law of demand. When a product is priced highly, buyers are more likely to purchase it from a different brand. In order for its enthusiasts to continue enjoying Bango Soy Sauce, the brand must therefore pay attention to the stability of selling prices.
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INTRODUCTION

A fundamental necessity, food is an integral component of consumer demand (Attia et al., 2023). As more people live in Indonesia, the food and beverage industry is drawing in businesspeople to use it as a source of revenue, according to Gina et al. (2023). Zhang et al. (2020) described the pandemic period as a slow economic period that affects consumer demand across a range of industries but has little effect on the food and beverage sector. With a 92.47% impact, the food and beverage industry has the biggest effect on the business sector. According to Yuliana (2022), other industries that rank second and third,

respectively, include services, transportation, construction, the processing industry, and trade.
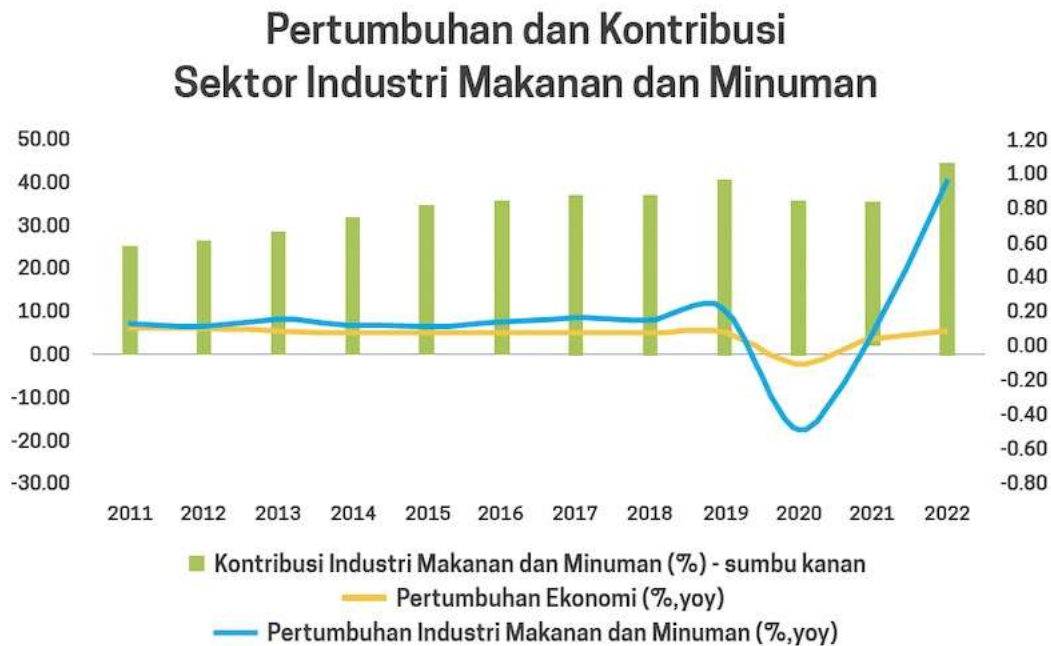

Figure 1. Growth and Contribution of the Food and Beverage Industry Sector
Source: Datanesia (2023)

Figure 1 shows the sector's development and contribution in the food and beverage industry. The pandemic conditions in 2020 resulted in a drop in economic and industrial growth, although the food and beverage industry's contribution is still seen as stable (Datanesia, 2023).

Putra et al. (2023) explained that Indonesian people in general often use food companion products as a form of creation of food to be consumed. Apart from improving taste, it can also provide attractive colors and of course increase consumers' appetite (De Cianni et al., 2023; Yu et al., 2023) . Generally, the accompanying food products chosen are MSG, sauces and soy sauce (Zhou et al., 2023) . Soy sauce is an ingredient that is quite popular in the culinary world (Gao et al., 2023; Zhai et al., 2023) . Kim et al. (2023) suggest that adding soy sauce to food makes it taste better and look more appealing. One of the most often used items is sweet soy sauce, which goes well as a complement to many traditional Indonesian dishes (Prastowo et al., 2023). Sweet soy sauce is additionally readily available but also enhances the flavor and aroma of a variety of foods, including meatballs, fried rice, satay, stir-fried dishes, chicken noodles, and stews (Santoso et al., 2019).

In general, such as it is easy to obtain soy sauce prepared from black soybeans in Indonesia since the raw materials are readily available and the country's tropical climate is suitable for cultivating black soybeans (Apriyanto, 2022; Rahman, 2023). According to the ease of obtaining the raw components, soy sauce is often affordable for a wide range of people (Dhana et al., 2023). Figure 2 lists the brands of soy sauce that Indonesians prefer.

Figure 2. Indonesian People's Favorite Soy Sauce Brands
Source: Annur (2023)

According to Annur (2023), Bango is the soy sauce brand most widely used by Indonesian consumers. The majority or 80.5% of respondents admitted that they usually use soy sauce with the crane logo. Meanwhile, a smaller proportion of respondents consumed other brands of soy sauce. ABC brand soy sauce is only used by 58.6% of respondents, and Sedaap brand soy sauce is used by 42.1%. Then the proportion of consumers of Indofood Sweet Soy Sauce, Banteng SH Soy Sauce and Tropicana Slim is even lower as can be seen in the graph. Not only is it widely consumed, Bango is also the most popular soy sauce brand in Indonesia. Performance can be defined as the state of competitiveness of an economic entity, achieved through efficiency and productivity levels, which guarantees durability in the market.

According to Manoharan et al. (2022), performance is a feature of the outcomes that are chosen for assessment. Organizational state of mind, which gauge how well process activities and outcomes accomplish particular objectives, are an extension of the concept of measuring performance (Asiaei et al., 2023). Businesses can engage in marketing initiatives beyond sales (Yuliana et al., 2022). A brand's performance takes time to develop (Yuliana et al., 2016). One of them, which has to do with the company's production and marketing brand's reputation, can be influenced by various things.

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Brand Performance Is Influenced by Brand Reputation. In study presented by Yuliana et al. (2023) using the Indomie brand as a case study. It was mentioned that improved brand performance is also supported by the Indomie brand's standing as the top instant noodle brand in Indonesia. The production firm, PT Indofood CBP, benefits from this. Customers of instant noodle products are important stakeholders that Indomie truly looks out for. To supply each of its goods with cutting-edge flavors, Indomie is constantly on hand. As a result, customers will feel pampered by something unique, which will satisfy their curiosity. The performance of a company's brand is positively correlated with its reputation. The growth of consumer behavior that demonstrates behavior toward a brand by making recurring purchases of Indomie items and suggesting Indomie products to consumers indicates that Indomie is an established company.

H_1: Brand Reputation influences Brand Performance
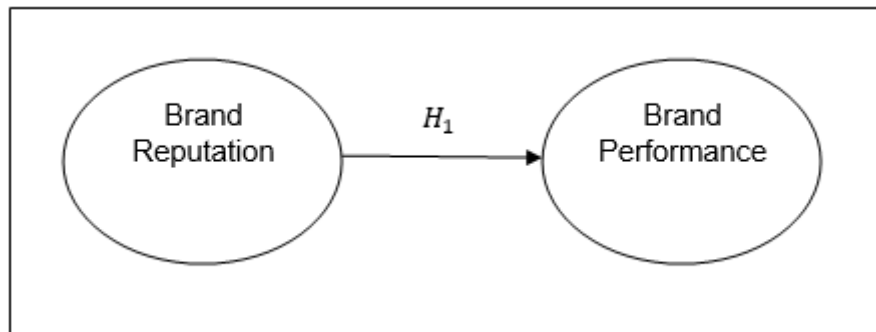

Figure 3. Conceptual Model

The objective of this study is to examine how brand reputation affects brand performance using the Bango soy sauce brand as a case study. By offering references pertaining to brand performance and reputation, this research helps both businesses and academics.

METHODS

According to Yuliana (2020), the study design elucidates the research flow that the author will examine. Methods of quantitative description are used in this study. The present study employed purposive sampling, whereby participants were selected based on their knowledge of and experience with Bango Soy Sauce products, with an acquiring period of July 2023 to March 2024. In all, one hundred respondents took part in this study. Version 3.3.9 of the Smart PLS analysis software is used to process partial least squares, which are utilized in data analysis in research. Respondents were given a Google Form questionnaire with a scale from 1 to 4 that included the options for strongly disagree, disagree, agree, and highly agree. With the exception of the first section, every section of the study questionnaire is a closed statement form. closed-ended inquiries According to Mustikasari et al. (2022), closed-ended questions have limited options for responding, creating the answers more organized.

RESULTS AND DISCUSSION

Respondent Demographics

People between the ages of 15 and 45 who reside in Indonesia and use Bango Soy Sauce are the respondents in this study. Data from 100 respondents were gathered and distributed via a Google form questionnaire. General information on the respondents, including their gender, age, educational background, place of residence, occupation, and origin of knowledge about Bango Soy Sauce products.

The majority of responders—69—hailed from Jabodetabek. Fourteen responders were from Sumatra, seven were from Sulawesi, and two were from Papua. Two replies were from Papua, and one was from East Nusa Tenggara. Two responders were from Kalimantan, while three were from Maluku. 45 respondents, aged 15–25, 29 respondents, aged 26–35, 19 respondents, aged 36–45, and 7 respondents, aged 45 and beyond, made up the largest age demographic. Female respondents dominated in this study as many as 55 people and male respondents as many as 45 people. Based on educational background, the respondents who dominate are 22 high school graduates, 59 Bachelor graduates, 9 Diploma Three graduates, 7 graduates of Master Degree and 3 PhDs. Based on type of work, 32 respondents were dominated as private employees, 36 as students, 2 as non-working respondents, 3 as housewives, 5 as lecturers/teachers and 18 as freelancers. A total of 4 respondents work as Governmental Civil Apparatus.

Validity Test Results

Saputri et al. (2024) stated that a validity test is needed to determine whether or not a questionnaire is valid for each variable. Convergent validity testing is carried out to observe measures that have positive correlations from similar constructs using alternative measures (Sherlyta et al., 2024) . The outer loading and average variance extracted (AVE) values were mentioned by Khoiroh et al. (2023) is a condition for fulfilling the value. The following values are obtained from research data processing:

Table 1. Validity Test

Variables	Indicators	Loading Factor
Brand Performance	BP4	0.747
	BP5	0.788
	BP6	0.795
	BP7	0.893
	BP8	0.902
	BP9	0.908
	BP10	0.861
	BP11	0.849
	BP12	0.847
Brand Reputation	BR1	0.825
	BR2	0.834
	BR3	0.869
	BR4	0.909
	BR5	0.911

Variables	Indicators	Loading Factor
	BR6	0.902
	BR7	0.904
	BR8	0.898
	BR9	0.822

Source: Processed data (2024)

The highest value for the outer loading of a construction can indicate that the related indicators have many similarities (Marianti et al., 2023) . Apart from that, the provisions that have been determined can be shown by explaining the substantial part of each variant indicator by a latent variable with a minimum of 5%. The standard value for outer loading is 0.5 or greater, with the ideal value being 0.7 or greater. (Ningsih et al., 2023) .

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Performance	0.636
Brand Reputation	0.767

Source: Processed data (2024)

The squared loadings of indicators that are interrelated with construction have a large average value called Average Variance Extracted (AVE) and the AVE value requirement is 0.50 or greater (Yuliana et al., 2023). This shows that the average construct can explain more than half of the indicator variance (Fauzan et al., 2023). The loading factors BP1, BP2 and BP3 have values < 0.7 so they are excluded from the validity test.

Utoyo et al. (2023) explained that convergent validity testing can then be carried out by observing the Average Variance Extracted (AVE) value. Based on the data processing results of the AVE values obtained, the value for each variable is above 0.5, therefore these variables can be declared valid. With the highest AVE value found in the Brand Performance variable with a value of 0.636 and the lowest AVE value found in the Brand Reputation variable with a value of 0.767 .

Reliability Test Results

Reliability testing is the next stage of instrument testing using SmartPLS 3.3.9 and the PL-Algorithm procedure. The Cronbach Alpha and composite reliability values obtained were used to test the reliability of each variable which is presented in Table 3.

Table 3. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Performance	0.946	0.955	0.954
Brand Reputation	0.962	0.963	0.967

Source: Processed data (2024)

Table 3 shows that the instrument in this research is reliable, because the results of the answers from the respondents can be stated to be consistent. This is indicated by a reliability value above 0.7.

Hypothesis Test Results

Based on the hypothesis results contained in table 4, it states that the overall results of hypothesis testing are supported.

Table 4. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis Results
Brand Reputation -> Brand Performance	0.835	0.839	0.036	23.07	0	Supported

Source: Processed data (2024)

A detailed discussion of each hypothesis based on the table above is explained as follows: This research shows that the Brand Reputation variable has a positive and significant effect on Brand Performance ($\beta=0.835$; $p=0$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value is <0.05 which concludes that Brand Reputation has a significant impact on Brand Performance. This description shows that the hypothesis is supported.

The research results show that there is an influence between Brand Reputation and Brand Performance. This research supports previous research conducted by Yuliana et al. (2023) . The reputation of the Bango soy sauce brand is known to many circles today. Bango is an authentic Indonesian soy sauce brand that has been around to make various delicious Indonesian family dishes since 1928. Bango consistently presents high quality soy sauce which is only made from 4 selected ingredients from nature, namely Mallika black soybeans, water, salt and sugar which are treated wholeheartedly through Bango Sustainable Food- by responsible and environmentally friendly farming methods. Mallika is a local black soybean variety with superior varieties (Risnawati & Yusuf, 2019) . The name Mallika is taken from Sanskrit which means 'royal'. This soybean is a valuable black pearl in advancing the welfare of soybean farmers in the Special Region of Yogyakarta, Central Java and East Java regions (Direktorat Pengabdian Kepada Masyarakat Universitas Gadjah Mada, 2020).

Kecap Bango was founded in 1928 by Mr. Tjoa Pit in the Jabotabek area. The name Bango was chosen to represent his hope that sweet soy sauce prepared with all his heart can fly high and far like a bird. With hard work and consistency, the Bango soy sauce business has managed to grow rapidly, especially under the leadership of the third generation of owners. In 2001 Unilever acquired this brand and business, and since then its growth has been promising. The slogan "Really soy sauce" and the jargon "Taste never lies" were introduced in 2001 to strengthen Bango soy sauce's position as a high quality soy sauce that provides unrivaled taste in Indonesia.

Bango soy sauce has gained popularity through the use of television advertising to promote their product, which is wonderful meal that symbolizes the warmth of family.

Naturally, this will have an effect on Bango Soy Sauce's brand performance, which will outperform that of its rivals. This validates the study that Annur (2023) presented. The research participants also concurred that when they mention soy sauce brands they are familiar with, Bango is the first brand that springs to mind. Users of this brand will grow to love it because of its reasonable costs and how simple it is for customers to get this product in physical stores.

CONCLUSION

Based on the research results and discussion above, it can be concluded that Brand Reputation has an influence on Brand Performance. The performance of a company's brand is positively correlated with its reputation. The management implication for research is that Indonesians typically use the law of demand as a framework for their purchasing transactions, according to the study's findings. When a product is priced highly, buyers are more likely to purchase it from a different brand. In order for its enthusiasts to continue enjoying Bango Soy Sauce, the brand must therefore pay attention to the stability of selling prices. Consumer loyalty to brands cannot be completely trusted because price will always be the main consideration. This research has limitations, so the suggestion that researchers can convey is to add brand signature variables and brand credibility to be tested both partially and simultaneously.

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