

Brand Equity PT Pos Indonesia (Persero)

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Article Info	ABSTRACT
<p>Keywords: Brand Equity, Dimensions of Brand Equity, Pos Indonesia</p>	<p>The purpose of this study is to examine the brand equity of Pos Indonesia. The researchers employed descriptive analysis techniques, including interval class ranges and data processing through means, range, and mean differences. This study employed a sample of 200 customers of Pos Indonesia in Jakarta. The data was collected by distributing questionnaires using Google Forms. The purpose of this research was to examine brand equity, specifically focusing on four dimensions: brand awareness, brand perceived quality, brand association, and loyalty. Brand refers to the unique identity and reputation of a product or company. Brand loyalty is the tendency of customers to choose and support a certain brand above others consistently. The descriptive analysis of the brand equity condition of the Pos Indonesia Main Branch Office yielded an overall mean score of 3.66. This score indicates that all consumers agreed in perceiving the company's brand equity. Starting from the highest, the brand association dimension reveals the outcomes of each level. The top dimensions of brand equity in the brand association dimension are brand association (3.86), perceived quality (3.81), and brand awareness (3.75). Customers perceive these three aspects as aligning with the three dimensions of brand equity. Additionally, brand loyalty, which scored 3.23, was perceived by customers as strongly indicating their loyalty towards Pos Indonesia. This research is constrained by the fact that it only includes postal users residing in the DKI Jakarta region. This research is expected to serve as a benchmark for future studies and offer valuable insights for organizations to shape their policies and explore alternative solutions.</p>
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INTRODUCTION

The increase in the performance of the logistics sector is, of course, resulting from the growth of the various subsectors within it. One promising business field is courier services. Courier services support the logistics sector, especially as there has been a universal transition in how people shop during the pandemic (Thenniarti, 2024). Senior Consultant for Supply Chain Indonesia (SCI) (Khairunissa & Santosa, 2022) stated that the rapid development of e-commerce transactions in the last three years had brought enthusiasm for increasing the absorption capacity of commerce, and all of this, of course, requires logistics services, especially courier services. Furthermore, Khairunissa & Santosa (2022) explained that the

courier business sector would continue to grow 30 percent every year with a market volume of at least 320 trillion, which is the impact of the extraordinary growth of e-commerce. This great potential is, of course, accompanied by increasingly tough competition between companies. In fact, of the total business share volume, 80 per cent of the courier services market is controlled by only seven companies, including Pos Indonesia, JNE, J&T Express, TIKI, Sicepat, Anteraja, and Wahana.

Mapping competition in the courier services sector is a concern for each company, and it is important to adapt to these conditions. One of the companies is PT Pos Indonesia (Persero). Pos Indonesia is one of the oldest state-owned companies specializing in logistics courier services. Pos Indonesia indeed continues to try to recognize current challenges in the courier service sector. As a company established for 275 years, Pos Indonesia can survive and adapt to different generations and problems with different characteristics in each generation. Pos Indonesia is now continuing to strengthen its network in the archipelago. The latest figures are that Pos Indonesia has reached all areas of Indonesia, with a total of around 58,700 service points, which have managed to get 100 per cent of cities/districts, almost 100 per cent of sub-districts and 42 per cent of sub-districts/villages. And 940 remote transmigration locations in Indonesia. The latest data shows that Pos Indonesia has 4,800 online post offices in several big cities equipped with electronic mobile posts.(Thenniarti, 2024)

With conditions of tight competition, Pos Indonesia continues to strive for transformation through various policies. Pos Indonesia also launched a logistics integration application to make it easier for customers to conduct courier transactions at Pos Indonesia via the PosAja! Application. One of this application's advantages is that customers can pick up their goods at home at no cost. The emergence of transformation emphasizes that Pos Indonesia does not want to die in the face of time, especially amidst the mass onslaught of private courier services. Pos Indonesia Main Director (Budianto Arif, 2021) emphasized that Pos Indonesia will continue to move forward compared to competitors, so it is always the first choice for the Indonesian people. This is not without reason because, based on Top Brand Index data for the last two years, the position of the Pos Indonesia brand is in fourth place below JNE, J&T and Tiki. Moreover, in percentage terms, Pos Indonesia's position was stuck at 11.6% (2018) and experienced a decline in the brand performance of more than 50 per cent in 2019 to 5.4%. Regarding ratings, Pos Indonesia is considered to experience yearly inconsistencies due to percentage fluctuations, especially in 2015-2019.

The assessment given by Top Brand provides benefits for each company in it. It is included for PT. Pos Indonesia (Persero). This assessment indicator provides a stimulus of trust for a brand and also acts as a company marketing tool. Moreover, competition in the courier service industry is very tight, so a supplement is needed to provide additional value for the brand to gain trust and be chosen by customers (Tasci, 2021). Pos Indonesia must create brand equity to be closer and more intimate with consumers. Brand equity is significant because it adds value, is selected by customers, and will undoubtedly move to conquer the courier service market. Moreover, competition in the courier service market share is very tight, so there needs to be added value to the brand to make it attractive to consumers. Therefore, as a logistics courier.

Pos Indonesia must understand the condition of its brand equity before implementing its policies to maximize market potential. Andersson Pierre (2019), a theorist from the United States (2012), defines brand equity as a series of brand assets and liabilities that are then linked using the brand name and symbol. This adds or reduces the value a product or service provides. (Marques et al., 2020) explained that brand equity can be optimized through several dimensions, namely brand awareness, perceived quality, brand association, brand loyalty, and proprietary other brand assets.) as a complementary dimension whose presence is based on the quality of the four main elements. The role of the brand is vital because each customer will become confident in their choice and attract consumers to use Pos Indonesia services (kompasiana, 2022).

This research uses four main elements of brand equity because they relate directly to consumers. The process will focus on the Pos Indonesia service. Therefore, Pos Indonesia must know the strength of each dimension of its brand equity so that it can then be used as material for evaluation and optimization to continue to survive and increase Pos Indonesia's brand equity through various strategies that will positively impact the company (Samli & Fevrier, 2008)

Referring to the series of descriptions of these symptoms, researchers are enthusiastic about further analyzing the condition of brand equity, in this case in the courier services sector, which is increasing, especially in PT Pos Indonesia (Persero), which is a pioneer in the logistics courier services industry in Indonesia. Moreover, the phenomenon of brand equity inconsistency owned by Pos Indonesia refers to Top Brand data. Therefore, based on the results of the description above, researchers are interested in carrying out research titled "BRAND EQUITY ANALYSIS IN PT. POS INDONESIA (PERSERO)".

METHODS

This research uses a Descriptive Quantitative Research approach. The descriptive quantitative research approach plays a role in analyzing data objectively based on the results of numerical data and arithmetic operations (Sekaran & Bougie, 2020). This is presented systematically, precisely, and accurately regarding the existing symptoms, and then the facts and data are explained. This descriptive use function also helps group data by group before moving on to the next stage. Then, this research process is analyzed through statistics to answer a series of questions, and then the results are interpreted and explained in the final stage of the research.

Research Population In carrying out this research, the population is represented by Pos Indonesia customers living in Jakarta. Research Sample This research uses a non-probability sampling method because the exact population is unknown, and researchers cannot access all the data. In its implementation, researchers used a purposive sampling technique, which helped them draw data that represented the population with predetermined criteria. In this research, the sample size used was 200 respondents as samples. This refers to the formula by (Sugiyono, 2019), which states that a sample size of more than 30 and less than 500 is a suitable and appropriate size for research. The number of 100 samples that researchers used was also based on (Ghozali Imam, 2018), which suggested a minimum sample size for descriptive research of 200.

RESULTS AND DISCUSSION

Researchers carried out tests using SPSS version 25 with a reference of 5% in the significance range, and the n value obtained was 200 samples. Therefore, the df value owned is 198, by searching with the formula $df = n - 2$ two-way test. Based on the data, it is known that all the indicator statements in the questionnaire are valid. This is because the r value in the calculated r is higher than the r table.

Table 1.1 Validity Test

Dimension Brand Equity	Indicator Statement	R table	R Count	Information
<i>Brand Awareness</i>	Statement 1	0,196	0,475	Valid
	Statement 2	0,196	0,606	Valid
	Statement 3	0,196	0,600	Valid
	Statement 4	0,196	0,526	Valid
	Statement 5	0,196	0,689	Valid
Perceived Quality	Statement 1	0,196	0,720	Valid
	Statement 2	0,196	0,696	Valid
	Statement 3	0,196	0,618	Valid
	Statement 4	0,196	0,636	Valid
	Statement 5	0,196	0,809	Valid
Brand Association	Statement 1	0,196	0,583	Valid
	Statement 2	0,196	0,521	Valid
	Statement 3	0,196	0,742	Valid
	Statement 4	0,196	0,703	Valid
	Statement 5	0,196	0,749	Valid
Brand Loyalty	Statement 1	0,196	0,824	Valid
	Statement 2	0,196	0,665	Valid
	Statement 3	0,196	0,783	Valid
	Statement 4	0,196	0,752	Valid
	Statement 5	0,196	0,773	Valid

Source Data processed by researchers, 2024

Table 1.2 Reliability Test

Cronbach's Alpha	N of Items
0,937	20

Source Data processed by researchers, 2024

Based on the data above, it is known that Cronbach's Alpha value is 0.937, which exceeds the reliability requirement. So, that concludes that reliable testing of research instruments is feasible. Researchers carried out tests using SPSS version 25 with a reference of 5% in the significance range, and the n value obtained was 200 samples. Therefore, the df value owned is 198, by searching with the formula $df = n - 2$ two-way test. Based on the data, it is known that all the indicator statements in the questionnaire are valid. This is because the r value in the calculated r is higher than the r table. Pos Indonesia's brand equity, which is the

focus of this research, can be identified through customers' responses to four dimensions of brand equity: brand awareness, perceived quality, brand association and brand loyalty.) (Jin et al., 2019). This was carried out to determine the current brand equity condition of Pos Indonesia, which was just formed in 2021, so that effective alternative strategies can be formed to increase the company's brand equity in the next few years. This analysis shows that customer feedback on brand equity from Pos Indonesia achieved an overall mean score of 3.66. Based on this value, it is interpreted that customers agree with the overall brand equity owned by Pos Indonesia.

Furthermore, the dimension of brand equity that Pos Indonesia customers most feel is Brand Association, with an overall mean score of 3.86, which customers interpret as agreeing with the series of brand associations that Pos Indonesia has. Meanwhile, to present the analysis results, the following will be explained: 1. Brand equity analysis on the brand awareness dimension concludes that customers agree to recognize or remember the Pos Indonesia brand. From the overall mean score data processing, it is known that this brand awareness dimension gets a value of 3.75 and is in the interval class 3.41 – 4.20. This class range is interpreted as a statement of agreement with the questionnaire given. This result is achieved based on the five indicators contained in it, which will be sorted from those with the most significant value to the smallest value. The indicator with the most outstanding value is awareness of Pos Indonesia's distinctive 'orange' colour, which received an average score of 4.36.

CONCLUSION

Based on the analysis process carried out in this research, it is known that customers agree to feel the Pos Indonesia brand equity; this is based on the interpretation of the overall mean score, which has a value of 3.66. Of the four dimensions studied, it is known that the brand equity dimension most felt by customers is the brand association dimension from Pos Indonesia 3.86. Therefore, this dimension must be maintained in strength to maximize Pos Indonesia's quality and brand equity value maximally. This is by research conducted by (Ilham & Haeruddin, 2021), where brand equity is the main factor for consumers purchasing iPhone products in Makasar. Furthermore, of the five indicators in this dimension, it is known that the lowest indicator is regarding the PosAja application! It makes it easy to transact on Post anytime and anywhere, with an average value of 3.41. On this basis, there are suggestions for managerial implications in the form of maximizing targeted marketing promotions and communications; in this case, it would be better to maximize digital promotions so that they become more widely known. Moreover, this suggestion is in line with the digital transformation that is being promoted by Pos Indonesia so that every digital line, including PosAja! It is increasingly well-known to customers and has become an added value for Pos Indonesia. This is also supported by research conducted by (Albiansyah Pratama & Kusumawardhani, 2021), who found that proper marketing in marketing will increase brand equity in the use of a company's services. Furthermore, in the other three dimensions of brand equity, optimization, and improvement are needed so that the full strength of brand equity at Pos Indonesia becomes an advantage and adds value to the company. There are the lowest indicators in the three dimensions, which will be explained starting from brand awareness,

which has the lowest indicator regarding customers knowing that 'For you, we are here' is Pos Indonesia's slogan with a value of 3.01, which is interpreted as entirely agreeing with this statement. Suggestions for managerial implications that companies can make regarding these indicators in the brand awareness dimension are increasing promotions and advertising that involve or represent the tagline "We are here for you" digitally on social media or print promotional media in strategic areas. Furthermore, 57 in the perceived quality dimension, it is known that there is the lowest indicator regarding the PosAja application! It is very comfortable when used because disturbances rarely occur, achieving an average value of 2.99, and is classified in the quite agreeable interval class with a value range of 2.61 – 3.40. Suggestions for managerial implications that companies can make regarding these indicators in the perceived quality dimension are to improve the quality of the user interface and user experience of the PosAja application! Especially regarding customer feedback either directly or through application reviews and routine checking and fixing of bugs in the application. This finding is by research conducted by (Suwarno et al., 2023), where perceived quality will increase brand equity's reputation. Furthermore, in the brand loyalty dimension, it is known that the lowest indicator is that customers always use Pos Indonesia services via the PosAja application! Has a mean value of 2.84. Suggestions for managerial implications that the company can take in the form of increased promotion of digital steps that Pos Indonesia has taken. It is essential to become more known to the broader community. Moreover, maximizing digital promotions for all the advantages of the PosAja application and variations of promotional programs for the PosAja application! And other latest programs from Pos Indonesia. Of course, maintaining various elements in each dimension of good brand equity while remaining innovative and dynamic will increase Pos Indonesia's brand equity, in this case, Pos Indonesia. (agnes & darmawan, 2020)

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