THE INFLUENCE OF PRODUCT MARKETING ON AQUA CONSUMER LOYALTY IN BANDUNG CITY

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ABSTRACT

This research employs a survey and questionnaire method as data collection tools to elucidate the causal relationship between perceived quality and customer loyalty towards Aqua bottled water in West Java. The study follows a causal research design, with hypothesis testing as the main objective. The research sample consists of 47 respondents who are Aqua bottled water customers in Bandung, selected through purposive sampling with specific criteria. Quantitative statistics are used as the form of information in this study, utilizing both primary and secondary data sources. Data is collected through document analysis and questionnaires. The findings indicate a significant difference in the gender composition of Aqua customers in Bandung, with 89.4% being female and 10.6% male, suggesting the dominance of females as Aqua consumers in the city. Additionally, the majority of Aqua customers in Bandung fall within the 20-26 age range, indicating a prevalence of young customers among Aqua's clientele. Taste preferences, lifestyle, and hydration needs may influence this pattern. The study also reveals customers' perceptions of Aqua's packaging. Most customers view Aqua's packaging positively, which can benefit the company in building a strong brand image and enhancing customer loyalty. Water quality also proves to be a crucial factor in customers' decisions to choose Aqua as their bottled water brand.

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INTRODUCTION

The development of technology has developed rapidly. Various interests have used technology in various aspects. One of them is in business. Product promotion has been widely used both in print and electronic media. By promoting products, quality and selling prices in the market. Promotion is now more routinely used in mass media, or electronic media. Because, the direction of development carried out must adjust to the current situation. This adjustment is to make it easier for companies to disseminate promotions quickly. Therefore, if consumers are given promotions in a regular and periodic manner, the brand on the product will appear automatically in the minds of consumers. So that the formation of brand loyalty itself, if curiosity has been formed to trust the brand in consumers, consumer loyalty will be faster and means that consumers will be very loyal to the brand.

Basically, consumers before buying something will find out in advance the usefulness, as well as the quality of the product. A sense of security, trust in the product from which consumers will decide to buy periodically with the same product. Mowen and Minor in Bahrudin and Zuhro (2016) state consumer trust is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes, and benefits.

If it is said that the quality of water in Indonesia at the Regional Drinking Water Company (PDAM) is still said to be safe but cannot be consumed directly. Because PDAM is still unable to provide clean water for consumption. So, for consumption purposes need to go through a process cooking to kill the bacteria contained therein. Clean water is obviously different from drinking water. Drinking water is certain and must be clean. Clean water is not necessarily drinkable. Drinking water standards must meet physical aspects (smell, color, taste etc.), chemistry and microbiology so that it is safe for consumption. For the process can be done alone, such as cooking water with clean water. But most people to consume drinking water still have to buy. Guaranteed with quality, practical, and immediately drunk.

The improvement of technology and rapid population growth today encourage mineral water companies to continue to innovate and expand their market networks in order to continue to survive and compete with other mineral water companies that continue to emerge which results in competition between producers getting tighter and increasing. This makes the company have to work harder to improve the quality of its products, pay attention to pricing and innovate and be creative in creating and developing its products so that their products can continue to survive in the market, and are in demand and trusted by consumers as superior quality products.

Over time, the sale of bottled drinking water with various brands. Guaranteed quality, as well as prices are not much different. The marketing process is everywhere. Based on a survey from Frontier Consulting Group, the company below is a bottled drinking water company that won the Top Brand Award in 2022 and AQUA occupies the first position.
AQUA is well known by the people of Indonesia, the name AQUA has been attached to people's minds and makes the number one TOP Marque is the AQUA marque. Because AQUA has a very wide market share. Starting from children, to parents also know this AQUA brand. Dominating market share in Indonesia. This was conveyed by Michael Leimena, Corporate Communication of Danone Indonesia, at PT Tirta Investama Tanggamus, Monday, 31/7/2017. Michael explained, his party really maintains the purity and quality of minerals in bottled water. For this reason, the company really maintains the quality of the product so that it becomes a differentiator from other products.

AQUA has a high commitment to green Indonesia through various environmental conservation programs. This award, not the first for Danone-AQUA, through various initiatives in the mission of reducing carbon footprint, developing water circularity, and packaging innovation, Danone-AQUA proves its commitment in building a healthier earth. And on 23 février 2023 to coincide with the celebration of its 50th golden anniversary, Danone-AQUA won the winner of the Indonesia Green Award 2023 in the Le meilleur program 2023 category. The award is given by L'école La Tofi de la RSE to companies that have high concern for the environment and make environmentally friendly innovations. Danone-AQUA launched an innovative mini (cube) bottled AQUA drinking water bottle without a label, without a straw, and 100% recyclable. This innovation then made L'école La Tofi de CSR choose Danone-AQUA as the winner of the Le meilleur program Indonesia Green Awards 2023 category.

### METHOD

The main method in this study is survey research and using questionnaires as the main data collection tool (Singarimbun and Effendi, 1987). This type of research is Causal research which aims to explain the causal relationship between quality perception of Aqua customer loyalty in West Java, through hypothesis testing (Malhotra, 1996).

In this study, researchers chose to use causal design as a research method in order to test the influence of each variable. According to Sugiono, (2009) this method will later reveal the causal relationship of the instrument under study. The subjects in this study are customers who consume AMDK AQUA in Bandung City. The object of this study is the influence of promotion on customer loyalty. This observation used 47 respondents. The sampling approach used in this study is the purposive method with the following criteria:

1. Customers who consume and purchase more than 3 (three) products.
2. Of customers who consume similar products.

The form of information used in this study is quantitative statistics, and the sources of information in this study are primary notes and skunders. The statistical techniques used in this study are document recording and questionnaire approaches. The fact method used by the author in this study is a document recording technique. The method used to determine each time independent variable costs and products have a major effect on the variable consumer satisfaction that has been determined.
RESULTS OF ANALYSIS AND DISCUSSION

The following are the characteristics of Aqua customers in the Bandung City area who were respondents in this study.

**Diagram 1. Characteristics of respondents by gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10.6%</td>
</tr>
<tr>
<td>Female</td>
<td>89.4%</td>
</tr>
</tbody>
</table>

The table above shows that women are the most Aqua buyers in the Bandung City area. This shows that women are decisive when it comes to purchasing Aqua. Research conducted in Bandung shows that there are significant differences in the gender composition of Aqua customers. Based on the results of the study, 10.6% of Aqua's customers in Bandung are men, while the remaining 89.4% are women.

This result shows the dominance of women as Aqua consumers in the city of Bandung. A higher proportion of female customers show a strong preference towards the Aqua brand among them. There are several factors that might influence this pattern, such as taste preferences, hydration needs, or marketing campaigns targeted specifically to women.

Knowing the gender composition of Aqua customers can help companies in designing more effective marketing strategies. Companies can use this information to craft more targeted campaigns, create products or flavor variants that better match customer preferences, or identify potential market segments that have not been fully tapped.

However, it is important to remember that the results of this study are specific to Bandung and may not represent the same pattern in other regions. In addition, this data focuses only on gender aspects and does not provide additional information about the demographic characteristics or other preferences of Aqua customers in Bandung.

**Diagram 2. Characteristics of respondents by age**

- 12 tahun - 19 tahun: 6.1%
- 20 tahun - 24 tahun: 11.5%
- 25 tahun - 29 tahun: 10.5%
- 30 tahun - 39 tahun: 18.1%
- 40 tahun - 49 tahun: 20.3%
- 50 tahun - 59 tahun: 16.5%
- 60 tahun - 69 tahun: 3.4%
- 70 tahun: 2.2%
- 71 tahun: 1.0%
- 72 tahun: 0%
- 73 tahun: 0%
- 74 tahun: 0%
- 75 tahun: 0%
- 76 tahun: 0%
- 77 tahun: 0%
- 78 tahun: 0%
- 79 tahun: 0%
- 80 tahun: 0%
- Above 80 tahun: 0%

Research conducted in Bandung revealed that the average age of Aqua customers is in the range of 20-26 years. This result shows the dominance of the young age group among Aqua customers in Bandung.

There are several factors that may influence this pattern. One of them is the preferences and consumption habits among that age group. They may be more likely to choose Aqua as their drinking water brand based on taste preferences, lifestyle, or views related to health and hygiene.

In addition, marketing campaigns targeted to young age groups or Aqua's presence in events or venues that are popular among them can also influence this pattern. Young age groups are often the main targets of companies in an effort to build brand loyalty and generate long-term impact on their consumption behavior.
In a study conducted in Bandung, it was found that Aqua customers expressed their opinion regarding the selection of drinking water brands 29.8% said very good, 66.0% good, 4.3% quite good.

This study aims to find out how important the quality of drinking water is for Aqua customers in choosing a drinking water brand. The results showed that the majority of Aqua customers pay great attention to the quality of drinking water as a determining factor in choosing a brand.

From the results of the study, it was found that 66% of respondents consider the quality of drinking water very important. This shows that the quality of drinking water had a significant influence in their decision to choose Aqua as a drinking water brand. This factor can reflect consumer needs and preferences for healthy and quality drinking water.

In addition, 29.8% of respondents consider drinking water quality important, which shows that most Aqua customers also consider drinking water quality as an important factor in choosing a brand. Although only a small number, 4.3% of respondents stated that the quality of drinking water is quite important.

This shows that there is a small percentage of customers who still pay attention to the quality of drinking water, although it may be that other factors also influence their decision in choosing a brand of drinking water. Knowing the importance of drinking water quality for Aqua customers can help companies in directing their efforts to maintain and improve the quality standards of drinking water offered. The company can ensure that Aqua products still meet high quality standards to meet customer needs and expectations.
In the study, a survey was conducted on respondents who are Aqua customers with the aim of knowing whether they would recommend Aqua products to friends or family. The results showed that the majority of Aqua customers are likely to recommend Aqua products to others, with most respondents having a positive view of the brand. In this survey, respondents were asked to state their level of recommendation for Aqua products using several rating categories. Here are the results of the survey:

1. 42.6% respondents stated that they highly recommend Aqua. This means most of them have a high level of satisfaction with Aqua's products and will gladly recommend them to others.

2. 38.3% respondents felt that Aqua was good to recommend. Although they did not state explicitly that they highly recommend Aqua, they still gave a positive rating to the product.

3. 19.1% respondents stated that Aqua was good enough to recommend. Although this figure is lower compared to the previous two categories, it still shows that most of them have a positive view of Aqua and are willing to recommend it.

Thus, the results show that the majority of Aqua customers tend to recommend Aqua products to others. A high level of satisfaction and a positive view of the Aqua brand from most respondents indicate that this product is considered good and trustworthy. This can be an indication that Aqua has a good reputation in the eyes of customers and has the potential to get more new customers through recommendations from existing customers.

Conclusion

In the conclusion of this study, it can be concluded that:

1. Aqua has a dominance of female customers in Bandung. In the study, 89.4% of Aqua's customers were female, while only 10.6% were male. This shows a strong preference among women towards the Aqua brand. The majority of Aqua customers in Bandung are in the age range of 20-26 years.

2. This shows that the young age group is dominant among Aqua customers. The preferences and consumption habits of the younger age group may be a major factor in choosing Aqua as a drinking water brand.

3. Aqua packaging gets positive ratings from most customers. In this study, 27.7% of respondents stated that Aqua's packaging is excellent, 55.3% thought it was good, and 17% thought that the packaging was good enough. This shows that Aqua packaging is well received by customers and can provide benefits for the company in building brand image and competitive advantage.

4. The quality of drinking water is an important factor in choosing Aqua as a drinking water brand. As many as 66% of respondents stated that the quality of drinking water is very important, and 29.8% consider it important.
5. This shows that the majority of Aqua customers in Bandung pay great attention to the quality of drinking water in choosing a brand. The majority of Aqua customers tend to recommend the product to others. In this study, 42.6% of respondents highly recommend Aqua, 38.3% consider it good to recommend, and 19.1% state that Aqua is good enough to recommend. This shows that the majority of Aqua customers have a positive view of the brand and are willing to recommend it to others.

While this study provides insight into the preferences and views of Aqua customers in London, it is important to remember that the results only apply to the region and cannot be directly applied to Aqua's customer population as a whole. In addition, this study focused on aspects of gender, age, packaging, and quality of drinking water, while there are other factors that can also influence the preferences and purchasing decisions of Aqua customers.

In the conclusion of this study, it can be concluded that Aqua has a dominance of female customers in Bandung, especially from young age groups. Aqua packaging gets positive ratings from most customers, and the quality of drinking water is an important factor in choosing Aqua as a brand. The majority of Aqua customers tend to recommend the product to others. Although the results of this study only apply to Bandung and are limited to aspects of gender, age, packaging, and quality of drinking water, this information can help Aqua companies in designing more effective marketing strategies and maintaining customer satisfaction.

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