

Marketing Research Praktikum Water Brands Positioning

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Abstrak

Salah satu perkembangan peluang pelaku bisnis adalah air dalam kemasan hal ini disebabkan oleh Perubahan perilaku masyarakat semakin mengarah pada berbagai hal praktis. Penelitian ini bertujuan untuk menentukan atribut terpenting, positioning maupun strategi manajerial pada setiap merek air. Jenis penelitian ini adalah penelitian deskriptif. yang menggunakan metode cross-sectional. Hasil penelitian yang didapatkan adalah atribut yang paling panjang dan paling dekat dengan sumbu X adalah atribut citra merek. Jadi, Pemimpin pasar air minum kemasan berdasarkan penelitian adalah Le Mineral

Kata kunci: *Penentuan Posisi, Merek Air*

Abstract

One of the developments in business opportunities is bottled water, this is caused by changes in people's behavior which is increasingly leading to various practical matters. This research aims to determine the most important attributes, positioning and managerial strategies for each water brand. This type of research is descriptive research. which uses a cross-sectional method. The research results obtained are that the attribute that is the longest and closest to the X axis is the brand image attribute. So, the market leader in bottled drinking water based on research is Le Mineral

Keywords : *Positioning, Water Brand*

PENDAHULUAN

Changes in people's behavior are increasingly leading to various practical matters as an opportunity for business people. This gave rise to many products business in practical packaging is rife in competition. Likewise with the bottled drinking water business or what is commonly known as bottled drinking water growing. The rise of business in the AMDK industry is based on the need for drinking water which is increasingly important among the public, given the availability of clean water in some places is very limited. AMDK is the

people's choice to meet their drinking water needs. This is seen as a business that becomes the need for consumers so as to make business in this industry increase rapidly and there is increasingly fierce competition. The tight competition makes the businessmen must be good at managing the business they are in, so that it continues to exist and develop (Abdullah, 2016).

The current state of urban society is starting to get restless in finding water sources net, is an opportunity for AMDK entrepreneurs to be able to increase sales of their products that make the bottled water business a necessity. This matter is inseparable from the desire of consumers who always want to obtain goods with good quality, so the existing companies now must have a competitive advantage for each of its products (Setiadi, 2011). According to Kotler, (2009) one of the advantages in competition in a company is a quality product that can meet the wants and needs of consumers. If it does not comply with the specifications, the product will be rejected, though the product is still within the tolerance limits that have been determined then the product should need to be noted to avoid the occurrence of a bigger mistake next time. Customer conditions are increasingly critical in terms of quality as well forcing the company to be able to maintain and improve the quality of its products in order to avoid claims or dissatisfaction with the company's customers in order to compete with other similar companies.

Lately, the AMDK business has become increasingly lucrative, due to the need for water drinking continuing to increase along with population growth. AMDK is consumer goods (consumers goods) viewed from the way of utilization by consumers, is goods purchased by final consumers for personal use. By means of the way consumers buy an item, bottled water is classified as a convenience item (convenience goods) are consumer goods that are purchased frequently and sometimes of an immediate nature. Because of that, there are more and more companies working on the AMDK business expanding to expand the market network of its products. Imagine Of course, the community's need for drinking water is very high, while the availability of water is low drinkable in the sense of quality and guaranteed in terms of health is increasingly difficult obtained (Abdullah, 2016)

This research is focused on understanding and addressing the challenges and opportunities related to brand positioning in 5 water brands that are Le Mineral, Aqua, Ades, Cleo, and Nestlé brands. Effective brand positioning offers numerous benefits for water brands' success. In this research, we will determine the most important attribute from each brand that differentiate their product , the position of the brand, which brand that become customer preference, and the managerial strategy of each brand. Therefore, this research aims to determine the most important attributes of each water brand, the positioning of each water brand and the managerial strategy of each water brand.

METODE

Research Design

The type of research will be descriptive research. The unit of analysis that will be examined in this research is individuals. This study used a cross-sectional method. Cross-sectional methods are observational research projects that examine data collected from a population at one period of time (Wang & Cheng, 2020). This study used primary data in

collecting data. Primary data is a method where the data is collected for the first time directly obtained from the respondent (Ajayi, 2017).

HASIL DAN PEMBAHASAN

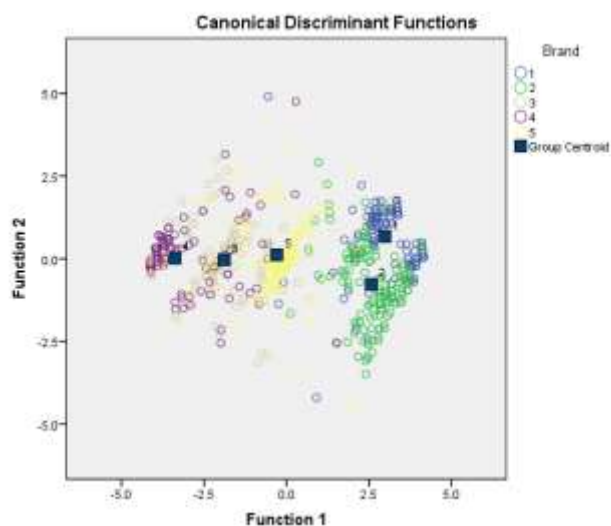
Standardized Canonical Discriminant Function Coefficients

	Function			
	1	2	3	4
Harga	-.018	.153	.254	.833
Promosi	.120	.014	.577	.113
Material Jenis Kemasan Air Mineral	.158	.312	-.754	-.099
Desain Kemasan Air Mineral	.190	.236	-.448	.557
Reputasi Merek Air Mineral	.335	.019	.171	.158
Kemudahan Mendapatkan Produk	.494	-.831	-.306	-.028
Citarasa Air Mineral	.203	.552	.542	-.503

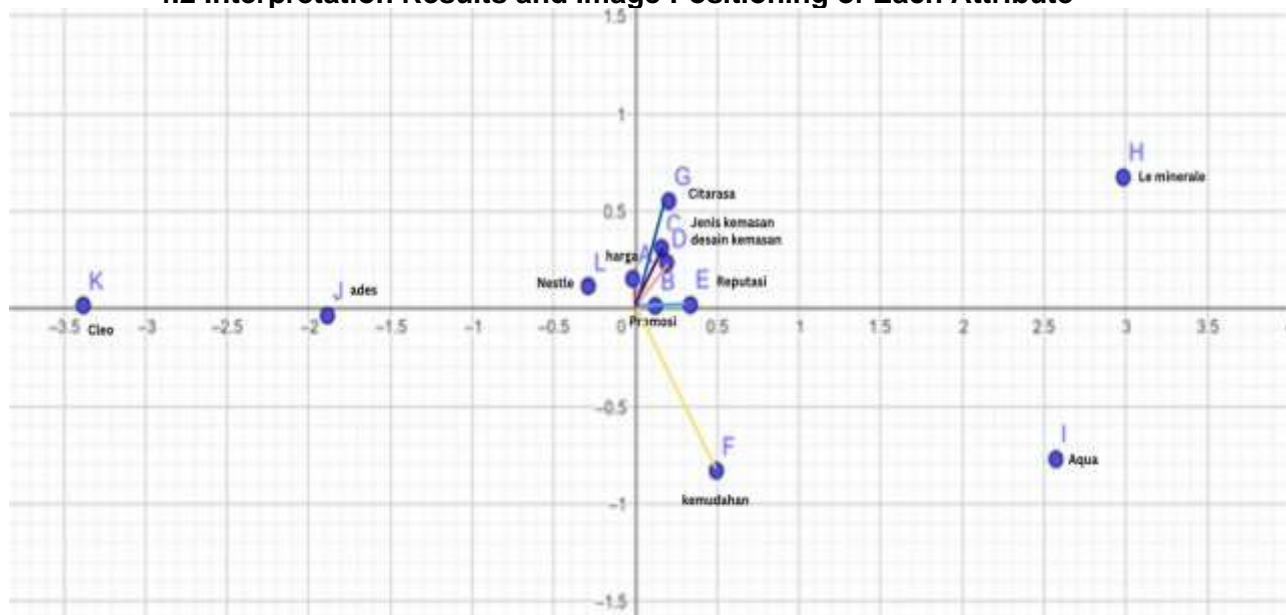
Functions at Group Centroids

Brand	Function			
	1	2	3	4
Le Mineral	2.984	.674	-.129	.039
Aqua	2.572	-.772	-.043	.046
Ades	-1.886	-.035	-.163	-.271
Cleo	-3.380	.017	-.093	.224
Nestlé	-.290	.116	.429	-.038

Unstandardized canonical discriminant functions evaluated at group means



4.2 Interpretation Results and Image Positioning of Each Attribute



Based on the graphics picture above, it can be said that the attribute is the longest and closest to the X axis is brand image attribute, thus the brand image attribute is referred to as the X-axis dimensions, while the the longest and closest to the Y axis is the taste of

product attribute, which means the taste of product attribute is referred to as the Y axis dimensions. Based on these two main dimensions and its graphics, from all the brands that are being researched, Le Mineral deserves to be called the market leader. Le Minerals have a positive X-Axis and Y-axis. Le Mineral is already superior in terms of brand image and the taste of the product attribute based on the respondents perspective. Le Mineral also has a good quality on other attributes, such as the material of brand packaging, promotion tools and in the design of packaging. For the AQUA brand, since it has positive X-axis dimensions, AQUA brand has a good brand image in respondent perspective. Not only that, AQUA also has superiority in easy to find attributes since the position of the brand in graphic is close to the easy to find attribute position. But unfortunately, AQUA price is more expensive than other water brands that are being researched in the respondent's mind. Nestlé and Cleo brands excel in the taste of product attributes since both products have positive y-axis. Not only that, both products also have affordable prices than other brands that are being researched, but Nestlé is cheaper than Cleo since the position in graphic between Nestlé brand and price attribute is closer than between Cleo and price attribute. But both brands have a weakness in brand image attribute since the x-axis of both brands is negative. Not only that, both brands also have weakness in product availability attributes, because respondents rarely find these water brands in supermarkets. The distribution of sales of the two brands of mineral water is not extensive around Indonesia. And for the last brands that are being researched, Ades is the only brand of mineral water that doesn't have any superior attribute.

SIMPULAN

- The name of the x-axis as dimension one is Brand Image, and the name for y-axis as dimension 2 is taste of product
- The market leader of bottled water based on the research is Le Mineral
- Ades is a brand of mineral water that doesn't have any superior attribute that being research

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