



The Influence Of Attitudes Toward Brands And Attitudes Toward Advertising On Brand Preferences On Advertisements For Dove Shampoo Products (Case Study On Consumers Of Dove Shampoo Products At Minimarket X In Tasikmalaya City)

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ABSTRACT

This study was conducted to determine the respondents' assumptions about attitudes to brands, assumptions about attitudes to advertising and respondents' assumptions about brand preferences, as well as how much attitudes to brands and attitudes to advertising affect brand preferences either simultaneously or partially. The research method in this study used descriptive and verification methods and quantitative approaches, the number of samples used in this study was 100 respondents. The methods used include Multiple Linear Regression Test, Classical Assumption Test, Correlation and Hypothesis Testing and using SPSS v21.1 software tools. The results showed that consumers of dove shampoo products at Mimimarket X in the City of Tasikmalaya already had a fairly good brand attitude, consumers of Dove shampoo products at Mimimarket X in Tasikmalaya City already had a fairly good advertising attitude, consumer products of Dove shampoo at Mimimarket X in the City of Tasikmalaya. Tasikmalaya already has a fairly good brand preference. So that the variables of Attitude on the brand and Attitude on advertising together have a significant influence on brand preference.

Kata Kunci:

Sikap Terhadap Merek,

Sikap Terhadap

Periklanan, Preferensi

Merek

ABSTRAK

Penelitian ini dilakukan untuk mengetahui asumsi responden tentang sikap terhadap merek, asumsi tentang sikap terhadap iklan dan asumsi responden tentang preferensi merek, serta seberapa besar pengaruh sikap terhadap merek dan sikap terhadap iklan terhadap preferensi merek baik secara simultan maupun parsial. Metode penelitian dalam penelitian ini menggunakan metode deskriptif dan verifikatif serta

pendekatan kuantitatif, jumlah sampel yang digunakan dalam penelitian ini adalah 100 responden. Metode yang digunakan meliputi Uji Regresi Linier Berganda, Uji Asumsi Klasik, Uji Korelasi dan Hipotesis serta menggunakan perangkat lunak SPSS v21.1. Hasil penelitian menunjukkan bahwa konsumen produk sampo Dove di Mimimarket X di Kota Tasikmalaya sudah memiliki brand attitude yang cukup baik, konsumen produk sampo Dove di Mimimarket X di Kota Tasikmalaya sudah memiliki sikap iklan yang cukup baik, konsumen produk sampo Dove di Mimimarket X di Kota Tasikmalaya. Tasikmalaya sudah memiliki preferensi merek yang cukup baik. Sehingga variabel Attitude on the brand dan Attitude on advertising secara bersama-sama berpengaruh signifikan terhadap preferensi merek.

1. INTRODUCTION

Shampoo is one of the convenience goods, namely goods that have a fairly high purchase rate, are needed quickly and only require a minimum of effort in the purchasing process. Shampoo is a product that is commonly used to maintain the cleanliness and health of hair. Thus, choosing the right shampoo will affect the fertility of each consumer's hair. The rise of shampoo brands in Indonesia circulating in the market makes competition between companies tight in order to be able to make products according to the wishes and needs of consumers in order to be able to seize the market.

Strict resistance in shampoo companies in Indonesia is marked by the emergence of various organizations or companies engaged in comparable fields and selling comparable products. For that we need marketers who will produce sophisticated products, which are able to compete, and most importantly maybe habits through client ways that allow you to win the competition and their business can run in the long term (Jayanti, et al 2015). through the means of well-known organizations, especially PT. Unilever Tbk and PT. Procter & Gamble (P&G).

Dove shampoo is a shampoo brand that has been around for decades and dominates the market share of shampoo types in Indonesia. Dove is one of the shampoo products produced by PT. Unilever Indonesia Tbk and has been traded in Indonesia since 1993. Based on the 2017-2020 Top Brand Index, it is stated that dove shampoo has not been able to reach the first 3 top branding of the best-selling shampoo products. Therefore, research should be conducted to analyze the factors that influence consumer preferences for the Dove shampoo brand. According to Ebrahim et al., (2016) defines brand preference as a behavioral tendency that reflects consumer attitudes towards a brand. When companies can instill brand preferences in the minds of consumers, it will be easier for companies to market their products (Adnyana 2019: 5).

2. LITERATURE REVIEW

Shin et., al (2014:3) attitude towards a brand is a tendency that consumers learn about a brand. Young Gun Lee et., al (2017) consumer attitudes towards advertising are consumer judgments as a consideration of the brands displayed in advertisements. Hansopaheluwakan et al (2020: 6) Brand preference is the tendency of consumers to choose a brand based on their own habits and experiences, as well as external information related to the brand.

3. RESEARCH METHOD

The research method used is descriptive and verification methods as well as quantitative approaches. Sources of data using primary data such as distributing questionnaires to consumers of Dove shampoo products at Minimarket X in Tasikmalaya City and secondary data obtained through literature and books. Data collection techniques with samples and populations using the Slovin approach formula then produce a sample of 100 respondents.

4. RESULTS AND DISCUSSION

Verifikatif Analysis

1. Normality Test

Table 4.1 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.45591383
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.053
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Source: Data Processing (2022)

Based on table 4.1 above, the Sig result is 0.200, the result is $0.200 > 0.05$, it can be concluded that the data is normally distributed or the assumption of data normality is met.

2. Multicollinearity Test

Table 4.2 Multicollinearity Test

Model		Coefficients ^a										
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	1.194	1.390		.859	.392						
	Attitude Toward Brand	.352	.057	.497	6.189	.000	.754	.532	.371	.557	1.796	
	Attitude Toward Advertising	.257	.054	.385	4.794	.000	.716	.438	.288	.557	1.796	

a. Dependent Variable: Brand Preference

Source: Data Processing (2022)

Based on table 4.2 above, it can be seen that Attitudes to Brands and Attitudes to Advertising are not found to have a strong correlation because the value of Variance Inflation Factor (VIF) < 10 and Tolerance > 0.1 among the independent variables, so that the assumption of multicollinearity of the data is met.

3. Heteroscedasticity Test

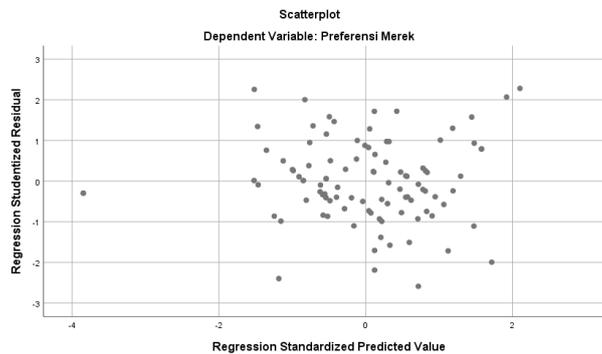


Figure 1 Heteroscedasticity Test

Based on Figure 1 above, it can be seen that the dependent variable Brand Preference does not have heteroscedasticity, this can be seen from the image above where the pattern points on the graph spread randomly and do not form a pattern.

4. Multiple Linear Regression Equation

Table 4.3 Multiple Linear Regression Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.194	1.390		.859	.392
	Attitude Toward Brand	.352	.057	.497	6.189	.000
	Attitude Toward Advertising	.257	.054	.385	4.794	.000

a. Dependent Variable: Brand Preference

Source: Data Processing (2022)

$$Y = 1,194 + 0,352X_1 + 0,257X_2$$

- The value of ,194 indicates that when the X1 and X2 variables do not change, then the Brand Preference can be worth 1,194.1
- The value of 0.352 indicates that if the attitude towards the brand is increased, it will increase the brand preference by 0.352.
- The value of 0.252 indicates that if the Attitude in Advertising is increased, it will increase Brand Preference by 0.252.

5. Correlation Coefficient Test

The relationship between brand attitudes towards brand preferences is 0.754 which is positive, this indicates that both have a strong relationship. Which means that brand attitudes strongly influence consumer brand preferences for dove shampoo products at Minimarket X in Tasikmalaya City.

The relationship between Attitudes in Advertising on brand preferences is 0.716 which is positive. This indicates that the two have a strong relationship. Which means that attitudes on advertising strongly influence consumer brand preferences for dove shampoo products at Minimarket X in Tasikmalaya City.

The relationship between Attitude to Brand and Attitude to Advertising on brand preference is 0.807 which is positive. It means Attitude to Brand and Attitude to Advertising towards consumer brand preferences on Dove shampoo products at Minimarket X in Tasikmalaya City are in the very strong category.

6. Partial Coefficient of Determination Test

Table 4.4 Partial Coefficient of Determination Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.194	1.390		.859	.392					
	Attitude Toward Brand	.352	.057	.497	6.189	.000	.754	.532	.371	.557	1.796
	Attitude Toward Advertising	.257	.054	.385	4.794	.000	.716	.438	.288	.557	1.796

a. Dependent Variable: Brand Preference

Source: Data Processing (2022)

From the results of the above calculation, it can be seen that the most dominant variable on Brand Preference is Attitude to Brand at 37.5%, then Attitude to Advertising at 27.6%.

7. Simultaneous Coefficient of Determination Test

Table 4.5 Simultaneous Coefficient of Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.644	2.48110

a. Predictors: (Constant), Attitude Toward Advertising, Attitude Toward Brand

b. Dependent Variable: Brand Preference

Source: Data Processing (2022)

Based on the table above, the coefficient of determination of brand attitudes and attitudes on advertising towards brand preferences in advertisements for Dove shampoo products (Case Study on Consumers of Dove Shampoo Products at Minimarket X in Tasikmalaya City) is 65.1%.

8. T Test

Table 4.6 T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.194	1.390		.859	.392
	Attitude Toward Brand	.352	.057	.497	6.189	.000
	Attitude Toward Advertising	.257	.054	.385	4.794	.000

a. Dependent Variable: Brand Preference

Source: Data Processing (2022)

Based on the table above, it can be seen that the value obtained is 6.189. In accordance with the criteria for testing the hypothesis that H0 is rejected and H1 is accepted, it means that partially brand attitude has a significant effect on brand preference in Dove shampoo product advertisements (Case Study on Consumers of Dove Shampoo Products at Minimarket X in Tasikmalaya City). This result is supported by Sasmita (2015) which states that there is an influence between brand attitudes and brand preferences.

9. F Test

Table 4.7 F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1114.145	2	557.073	90.494	.000 ^b
	Residual	597.120	97	6.156		
	Total	1711.265	99			

a. Dependent Variable: Brand Preference
b. Predictors: (Constant), Attitude Toward Advertising , Attitude Toward Brand

Source: Data Processing (2022)

From the output table above, we get f_{table} (2 and 97) of 3.09 because $f_{count} > f_{table}$ ($90.494 > 3.09$) and sig ($0.000 < 0.05$) then H0 is rejected and H1 is accepted. It was concluded that simultaneously there was a significant influence between Attitudes on Brands and Attitudes on Advertising on brand preferences for Dove shampoo product advertisements (Case Study on Consumers of Dove Shampoo Products at Minimarket X in Tasikmalaya City). This result is supported by Sasmita (2015) which states that there is an influence between attitudes on brands and attitudes on advertising on brand preferences.

5. CONCLUSION

Based on the respondent's response to the attitude variable on the consumer brand of shampoo product Dove minimarket X in the city of Tasikmalaya is included in the fairly good category, the respondent's response to the attitude variable on the consumer of the shampoo product Dove minimarket X in the city of Tasikmalaya is included in the fairly good category, the respondent's response to the Brand preference variables on consumers of shampoo products at minimarket X in the city of Tasikmalaya are included in the fairly good category. The results of the analysis of this study indicate that there is a partial or simultaneous influence between the attitude variable on the brand and the attitude on advertising on brand preferences, it can be seen from the results of hypothesis testing which shows a significant influence on the attitude variable on the brand and attitude on advertising on brand preferences. to consumers of dove shampoo products at minimarket X in the city of Tasikmalaya.

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