Comparative Analysis Of Equity Brands Of Eight Sewing Machine Brands

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Abstract: This study intends to provide scientific information on the comparison of the elements of brand equity in machine products, especially sewing machines for the garment industry with the brands Juki, Brother, Pegasus, Yamato, Siruba, Sunstar, Yamata and Typical. The research data was obtained through a questionnaire distributed to respondents who were familiar with sewing machines, which of course they are people who work in the garment industry. The conclusion of this research is that the Juki brand, which has been the leader in the sewing machine industry, continues to lead the position of the leader even though the Brother and Pegasus brands always try to overthrow it.
Keywords: Brand Equity, Performance, Value, Social Image

1.   Research Background

Researching customer behavior and how to make decisions to buy a brand is one of the absolute conditions for a company to win in today's intense competition. There are 5 (five) stages that a customer will go through in making a decision to buy a product / brand, namely (1) understanding what customers need and want, (2) looking for various internal and external information, (3) identifying and evaluating each existing alternative brand, (4) make a decision to buy a brand, and (5) explore experiences in using the brand (Swasta Bayu, 1997). Of the five stages mentioned above, the last stage is the most important stage, considering that exploration of the customer experience in using a brand will cause a sense of satisfaction or dissatisfaction in the customer. Satisfaction will arise when the customer succeeds in getting what is expected of the brand's performance.

What kind of brand can be said as a brand that contains its own quality and value? It is not easy to answer this question, because there are so many concepts used to measure a brand or it is often referred to as brand equity. Within the brand equity itself, there are several elements that are always used as a measurement of brand equity. However, there are also many opinions that say that the elements of brand equity consist of brand awareness, brand associations, perceived quality and brand loyalty (Aaker, 1991; Aksoy, 2019).

2.   Identification of problems

Based on the description of the background of the research above, there are problems that can be identified, namely the comparison of the elements of brand equity in machine products, especially sewing machines for the garment industry with the Juki, Brother, Pegasus, Yamato, Siruba, Sunstar, Yamata and Typical garment industries.

Research purposes

The purpose of this study is to identify the Brand Equity Rating of eight sewing machine brands that are often used in the garment industry (Juki, Brother, Pegasus, Yamato, Siruba, Sunstar, Yamata, Typical).

Brand

According to Keller and Davey (2012), a brand is an integral part of a product that has the ability either directly or indirectly to influence a consumer's purchasing decision.

Performance

Based on the results of their research, Lassar, Mittal, and Sharma (1995) suggest five dimensions of brand equity that need to be measured, namely: performance, social image, value, trustworthiness and commitment. Because the five dimensions are believed to represent the consumer's perspective that will form brand equity.

Social Image

As social beings, consumers can never be separated from what is called the social environment. In an environment with multiple social levels, consumers tend to show that they are in a higher class.

Value

The question of expensive and cheap a product is relative, depending on its content. Is it the same as what was promised or different from what was promoted. Does this product really provide its own value for consumers.

Trustworthiness

It is difficult to maintain the trust that has been given to us. If not properly guarded, over time that trust will be lost. This question of trust does not only apply to humans, but also applies to a brand, product or company.

Attachment

Measurement of the attachment dimension is assessed based on how much we are interested or pleased with a brand, positive feelings or thoughts about a brand and how much we believe that we will like the brand more and more over time.

3.   RESEARCH CONCEPTUAL FRAMEWORK

Brand equity research can be carried out from two different perspectives, namely from a financial perspective and a customer perspective. In their article, Lassar, Mittal, and Sharma (1995) use a customer perspective in measuring brand equity. Customer based brand equity is defined as the differential impact of brand knowledge on consumer responses to particular brand marketing, so that brand equity is conceptualized based on the perspective of individual consumers and customer based brand equity will be formed if consumers are familiar with certain brands and have strong brand associations. , unique, and positive in his memory. Under these conditions, brand equity is closely related to psychological problems and consumer behavior. Consumer purchasing decisions will determine how far the consumer's perception of a brand. Based on their research results, Lassar, Mittal, and Sharma present five dimensions of brand equity: performance, value, social image, trustworthiness and attachment.

Operationalization of Research Dimensions

Construct   → *BRAND EQUITY*
Size scale   → Ordinal 1 – 7

Dimensions   → Performance
Statement   :
1.   From this machine brand, I can expect superior performance.
2.   During use, it is highly unlikely that this machine brand will be damaged or jammed.
3.   This machine brand is made in such a way that it can be free from problems during use.
4.   This brand will operate or work very well and smoothly.

Dimensions   → **Social Image**
Statement   :
5. This machine brand reflects our company image.
6. We are proud to have machines with this brand.
7. This machine brand is highly appreciated by our business partners.
8. In terms of status and design, this brand is true to our corporate image.

Dimensions   → Value
Statement   :
9.   The price of this brand really matches its quality.
10.   Compared to the price I would have paid for this brand of machine, I would have benefited much more.
11.   We consider this machine brand to be relatively inexpensive because of the many benefits we receive.

Dimensions   → *Trustworthiness*
Statement   :
12.   I consider the company and the employees who manufacture and market this machine to be very trusted.
13.   In terms of customer interests, this company seems very considerate.
14.   I believe that this company does not exploit ("trick") consumers.

Dimensions   → *Attachment*
Statement   :
15. After seeing the engine brands below, I feel like I would like it.
16. I have positive personal feelings for the brand of this machine.
17. Over time, I will like this machine brand more and more.

Data collection

Based on the questionnaire data obtained from the above research activities, the data from the questionnaire results are collected and prepared so that the raw data derived from the answers to the questionnaires is ready for further processing. This stage consists of the data editing process, namely examining the data from each questionnaire and labeling each answer into different groups. The group is divided based on the dimensions of existing brand equity, namely the dimensions of performance, social image, value, trustworthiness and attachment.

Sampling method

The sampling method used in this study is probability sampling, and the type of probability sampling used is cluster random sampling. The division of population elements into clusters is carried out on a basis where the garment industry is mostly located on the island of Java, such as Jakarta, West Java, Central Java and East Java. In accordance with the research objectives, the selected cluster is in the Bandung area on the grounds of cost, time and author's domicile. Furthermore, in the Bandung area, data collection will be carried out by means of simple random sampling (simple random sampling), where each element or member of the population has the same opportunity to be selected as a sample. Since the number of garment factories that are still producing in the Bandung area is currently around three hundred companies, the researchers chose two hundred garment companies to test their Brand Equity Rating.

Data Analysis and Processing Methods.

After the data collection process is complete, data preparation will then be carried out. Data preparation was carried out so that the raw data derived from the answers to the questionnaire was ready for further processing. This stage includes data editing, namely examining the data from each questionnaire and labeling each answer into different groups. Based on the data that has been grouped above, each questionnaire question is averaged and grouped based on their respective dimensions to obtain rating or average index of these dimensions. After obtaining the average index for each dimension, the index is averaged again to obtain the brand equity rating of the brand. The same data processing technique is also used to obtain the brand equity rating of the eight sewing machine brands. So that at the end of data processing, the researcher obtained a brand equity rating for each brand, which contained the average index of each dimension for each brand studied.

Data Collection Results

Data collection was carried out in the Bandung area for reasons of limited time and money. 200 questionnaires were distributed by directly visiting garment factories as respondents who were familiar with sewing machines. However, of the 200 questionnaires distributed, only 199 were valid. The total number of garment factories in the Bandung area is currently around three hundred companies (according to API source - the Indonesian Textile Association).

Respondents Data Description

The description of the respondent's data consisted of 199 people, namely as follows:

Descriptions based on the Gender of the Respondent

From the results of data collection, the male respondents who are familiar with sewing machines are 79.9% or 159 people. Meanwhile, for respondents who were female as many as 20.1% or 40 people.

Description based on Age of Respondent

Most respondents were aged 40-49 years as many as 71 people or 35.7%, then the 50-59 years old group as many as 49 people or 24.6%, age group 30-39 years as many as 48 people or 24.1%, above age group 60 years as many as 23 people or 11.6%. Meanwhile, the ages of 20-29 years are the lowest age group, namely 8 people or 4%.

Description based on the level of education of the respondent.

Most respondents have high school education as many as 127 people or 63.8%, respondents with tertiary education are 70 people or 35.2%. And respondents who have a junior high school education are 2 people or 1%.

Description of the eight sewing machine brands.

Juki

Is the first sewing machine brand in Japan, as well as the first mover in the Asian region. As the first mover in the sewing machine industry, the Juki brand is well-known for its innovative machine brands that have very satisfying machine performance. So that the sewing machine market share is dominated by the Juki brand. However, high production costs and raw materials, as well as high labor wages, have made Juki have to allocate his factories to China. However, the quality of machines made in China that is still in doubt makes consumer

loyalty to the Juki brand reduced, this can be seen from consumers who have been loyal to the Juki brand, now they are using machines made in Taiwan, Korea and China.

Brother

Is a brand of typewriters, fax machines and sewing machines that we know today. As the second sewing machine brand in Asia, Brother never wants to be left behind with all the developments experienced by its close competitor, Juki. This can be seen from Brother's strategy which tends to follow Juki's strategy. Thanks to Brother's persistence in following the development of the leader (Juki), Brother has also succeeded in having its own market share that cannot be underestimated. However, Brother has a fate not much different from that of its close competitor (Juki), who had to allocate its factory to the bamboo curtain country, with almost the same consequence that consumers started consuming other brands made in Taiwan and China.

Pegasus

It is a sewing machine brand with a very distinctive logo, namely a flying horse. The logo that is easy to remember and has the guts to promote, this Japanese-made machine has succeeded in gaining a place in the hearts of consumers. Like Juki and Brother, Pegasus also allocated its factories to China. Thanks to his courage in promotion and good after sales service, allocating his factory to China did not have a big impact on Pegasus.

Yamato

As a sewing machine made in Japan that has also enjoyed a golden age with other brands such as Juki, Brother and Pegasus, Yamato also feels the difficulty of competition at this time. Like other Japanese brands, which have allocated their factories outside Japan, Yamato also allocated its factories to South Korea with the consideration of anticipating a decline in sales as experienced by other brands that have allocated their factories to the bamboo curtain country.

Siruba

Is a sewing machine made in Taiwan that always follows the development of its competitors in Japan. Siruba never stops making breakthroughs or new innovations that have never been done by its competitors. This is the reason why Siruba has managed to achieve an equal position with other Japanese brands. Until now, Siruba is still carrying out various kinds of efficiency to avoid allocating factories to China and Korea, like what Juki, Brother, and Yamato did. Starting from this, Siruba managed to undermine the share of the Japanese brand of sewing machines that have always dominated the market.

Sunstar

A sewing machine made in Korea that has recently begun to enter the Asian market by hitching a ride on business delegations from Korea. So it is not surprising that the consumers are Koreans themselves who invest in other countries, such as opening a garment factory in Indonesia.

Yamata

A sewing machine brand made in China, as the largest manufacturing company in the country of bamboo blinds, Yamata has succeeded in conquering a number of markets at very competitive prices. Its sales turnover has exceeded the sales turnover of other brands in recent years. Continuous improvement has made the Yamata brand more respected and even feared in the sewing machine industry.

Typical

Is the sewing machine brand with the second largest production capacity after Yamata. As a follower in the land of the bamboo curtain, Typical never stops making improvements as did Yamata. The existence of Typical and other Chinese brands makes machine brands made in Japan, Taiwan and even Korea feel threatened, this can be seen from the market share that they are beginning to eat away and dominate.

Analysis of Research Results on Brand Equity Elements

Performance

As the results stated in the diagram above, for the performance dimension, Juki managed to rank first with an average of 5.75 which was then followed by Brother (5.7), Pegasus (5.65), Siruba (5.34), Yamato (5.04), Yamata (1.57), Typical (1.41) and Sunstar (1.33).

Social Image

In accordance with the diagram above, for the social image dimension, Juki again ranks first with an average of 5.75 which is then followed by Brother (5.55), Pegasus (5.53), Yamato (5.34), Siruba (4.61), Yamata (2.08), Typical (1.84) and Sunstar (1.41).

Value

Based on the diagram above, for the value dimension, Siruba ranks first with an average of 4.59 which is then followed by Juki (4.12), Yamata (3.98), Brother (3.86), Pegasus (3.84)), Typical (3.66), Yamato (2.79) and Sunstar (1.26).

Trustworthiness

Trustworthiness, Siruba again ranked first with an average of 5.58 which was then followed by Juki (5.36), Pegasus (4.95), Brother (4.94), Yamato (3.04), Yamata (2, 11), Typical (1.93) and Sunstar (1.93).

Attachment

In accordance with the diagram above, for the attachment dimension, Pegasus managed to rank first with an average of 4.77 which was then followed by Brother (4.69), Siruba (4.53), Juki (4.32), Yamata (2 , 38), Yamato (1.93), Typical (1.41) and Sunstar (1.16).

Analysis of Brand Equity Rating Research Results
Juki

As shown in the diagram above, Juki has the highest average brand equity rating of 5.06 compared to other brands. But the difference is not that big, if you are not careful, Juki can be overtaken by other brands.

Brother

Brother has the second highest average brand equity rating after Juki, with an average of 4.94. Brother has enormous potential for the number one position in the sewing machine industry.

Pegasus

Similar to Brother, Pegasus has an average brand equity rating of 4.94. Pegasus is believed to have the potential to win first place with Brother because he is entrusted with the same distributor.

Yamato

Yamato has achieved an average brand equity rating of 3.62 (fourth after Juki, Brother, Pegasus and Siruba).

Siruba

As shown in the diagram above, Siruba managed to rank third with an average brand equity rating of 4.93. It is truly unexpected that this Taiwanese brand has succeeded in shifting Yamato's position, which has always been above the Siruba brand.

Sunstar

Sunstar only managed to achieve an average brand equity rating of 1.41. (last order after Juki, Brother, Pegasus, Siruba, Yamato, Yamata and Typical).

Yamata

Like Siruba, which has succeeded in shifting the position of the Yamato brand, Yamata has also succeeded in shifting the position of the Sunstar brand with an average brand equity rating of 2.42. (The fifth place after Juki, Brother, Pegasus, Siruba and Yamato).

Typical

Similar to Yamata, Typical managed to shift Sunstar's position to sixth place with an average brand equity rating of 2.05.

Discussion

Juki

Juki's brand equity rating of 5.06 is the sum of the average ratings for each measured dimension. Judging from the dimensions of performance and dimensions of social image, Juki still ranks first when compared to other brands. This is due to Juki being the first mover, who of course has had a lot of experiences. Armed with this experience, Juki can predict the expected performance of Juki. So it is not surprising that Juki's performance has won the highest position. With this good performance, Juki is increasingly trusted by consumers. And with this belief, his social image was also boosted even to the highest position. Regarding the dimensions of value and trustworthiness, Juki is still in second place after Siruba. But for the attachment dimension, Juki is in fourth position

after Pegasus, Brother and Siruba. This is more due to unclear distributor status. Because since the last five years, Juki has not implemented a single distributor system for the Indonesian territory. Because Juki feels that the territory of Indonesia is quite large, while there are no machine distributors in Indonesia that are able to meet Juki's criteria of having many branch offices. Therefore Juki allowed every shop to sell Juki machines. Because every store can sell the Juki brand, automatically price competition is very tight, decreased profitability causes sellers to experience difficulty in providing good after sales service to consumers. As a result, Juki consumers who were originally loyal began to look to other brands that could provide better after sales service. Therefore, Juki should review the ongoing strategy, especially the problem of distributors, which is still unclear at this time.

Brother

Brother, with a brand equity rating of 4.94, is a close competitor to Juki. Judging from the brand equity rating, Brother has to give in to Juki even though the difference is only 0.12. Judging from the dimensions of performance, social image and attachment, Brother also has a very small margin from Juki. However, for the dimensions of value and trustworthiness, Brother must rank fourth. All of this is because Brother's selling price is very high and the attitude of Brother distributors is a little doubtful by consumers. In addition, the allocation of factories to China makes consumers even more worried that the quality of machines made in China will not be as good as those made in Japan and Taiwan. So it is not surprising that some Brother customers also use machines made in Taiwan, Korea and China. Therefore, Brother should further increase value and pay more attention to consumer trust which will provide high loyalty.

Pegasus

Similar to Brother, Pegasus has a brand equity rating of 4.94. Pegasus is believed to have the potential to win first place with Brother because it is held by the same distributor. In terms of performance, social image and trustworthiness, Pegasus is in third place after Juki and Brother. However, the Pegasus attachment dimension ranks first, because the intense innovation and promotion makes consumers tempted to use the Pegasus brand. From the value dimension, Pegasus occupies the fifth position because of the relatively expensive selling price compared to other brands. As with consumer complaints about the value of Pegasus and the questionable attitude of Pegasus distributors, Pegasus should pay attention to them. Because this will affect consumer confidence in Pegasus.

Yamato

Yamato, with a brand equity rating of 3.62, is a shame, because Yamato had high brand equity in the past. But what can I say, Yamato's current performance is very different from Yamato's previous performance. From the value dimension, Yamato gets seventh of the eight brands studied. From the dimension of trustworthiness, Yamato ranks fifth. For the attachment dimension, Yamato ranks sixth. All of this came from the allocation of the Yamato factory from Japan to Korea. Where the quality of the machines produced does not reflect that Yamato is a Japanese branded machine. Coupled with Yamato's strategy which tends to follow the market, where Yamato is not like Juki and Siruba who continue to make new breakthroughs even though they have to deal with the risk of failing a new product. In addition, the passive Yamato distributor adds to the line of Yamato consumers who switch to other brands.

Siruba

It is an unexpected thing that Siruba managed to rank three with an average brand equity rating of 4.93. For the dimensions of value and trustworthiness, Siruba managed to rank first. The dimensions of attachment, performance and social image rank third, fourth and fifth, respectively. All of this is thought to have originated from the Siruba brand which is not as popular as Juki and Pegasus, so its social value is very low. In terms of value and performance measures, Siruba is quite recognized in the garment environment. Therefore, Siruba may have to learn from Pegasus who is so active in terms of promotion. Hopefully this high value and trustworthiness can help raise Siruba's social image and other dimensions.

Sunstar

Sunstar only managed to achieve an average brand equity rating of 1.41, which is the last of the eight brands studied. Of the five dimensions studied, the average ranks last. All of this is thought to be sourced from Sunstar's few consumers as a result of its limited distribution channels only among Korean factories and also its segmentation which focuses solely on Korean factories. Actually, Sunstar distributors can apply the same strategy as Siruba distributors, namely distributing through dealers in each region that does not yet have a branch office. Additionally Sunstar distributors may have to use local salesmen (Indonesians) to enter non-Korean factories. Because the owner of the Sunstar distributor is Korean, so to enter a non-Korean environment, he has problems in terms of language and business style.

Yamata

Yamata with an average brand equity rating of 2.42 ranks fifth of the eight brands studied. Of the five dimensions studied, the average ranks sixth, except for the value dimension, which is in third place because the selling price is cheap when compared to similar products. Although the quality of the Chinese brand is still in doubt at this time, Yamata did not remain silent, various efforts were made to increase market share, such as conducting business cooperation with SMEs (small and medium enterprises) funded by the government. So it is not surprising that the Yamata brand is quite popular among middle to lower garments. Besides that, the selling price is relatively affordable for middle to lower class consumers, Yamata has won the market leader position for the middle to lower class.

Typical

Typical managed to shift Sunstar's position to sixth place with an average brand equity rating of 2.05. Just as Brother has followed Juki's steps, Typical has also followed in Yamata's footsteps as a well-respected brand among him. The problems faced by Typical are almost the same as the problems faced by Yamata. It's just that Yamata as the first mover among the middle and lower class makes Yamata's position higher than Typical.

Managerial Implications

Based on the results of the research on the elements of brand equity for the eight sewing machine brands in the Bandung city area, the results show that:

1.   Juki has the highest average brand equity rating, which is only 0.12 difference with its close competitors Brother and Pegasus.

2.   Yamato as a Japanese brand was shifted by the Siruba brand as a machine made in Taiwan which had always been under Yamato.

3.   Yamata and Typical as machines made in China show their potential to dominate the market, this is proven by their success in shifting the position of the Korean-made Sunstar brand to a position below it.

Therefore, Twinstar Group as the distributor of the Siruba brand and the owner of the Yamata brand must pay attention to the opportunities and threats that exist, namely:

➢   Opportunities

a) Siruba has the opportunity to shift the position of Brother, Pegasus and even Juki, because they are experiencing a crisis of confidence in Chinese machines. This proved that Siruba had succeeded in shifting Yamato's position as a Japanese machine that had always been in the top position.

b) Continuous development of new products.

➢   Threats

Be careful and do clear segmentation so as not to cause carnibalism between Siruba and Yamata.

Service, promotion and after sales service must be paid more attention, because after sales service, promotion and excellent service are often the advantages of its closest competitors (Brother and Pegasus).

4.   Conclusion

a)   The conclusion from the previous discussion which can be seen from the background of the research that the one who holds the leader / leader in the sewing machine market is Juki. However, if you look closely, the Brother and Pegasus brands are in a very close position to Juki. This shows that Brother and Pegasus products can compete with Juki products. This can be seen from the average brand equity rating, which only has a difference of 0.12. And for more detail, Juki needs to look back at the attachment dimensions where Juki has a lower average than Pegasus and Brother. In addition, Juki also needs to pay more attention to the dimensions of performance and social image, where in both dimensions Juki has an average that is only slightly superior to Brother and Pegasus, if not careful, Juki can be followed by Brother and Pegasus. In order to improve their brand equity rating, Brother and Pegasus must increase the value of their brand equity elements in particular the dimensions of performance and social image. Brother and Pegasus are only slightly behind Juki. This means Brother and Pegasus have the opportunity to surpass Juki or at least equal Juki. And we have to pay more attention to the dimension of value, because of the five existing dimensions, this dimension is the dimension with the lowest average for Brother and Pegasus.

b)   Unlike Juki, Brother, Pegasus, Siruba and Yamato, Sunstar with the other two brands, namely Yamata and Typical, have a very close average brand equity rating. Product price is their main advantage, this opportunity can be used as a first step for them to enter a higher position. Besides that, their potential in the value dimension should be further enhanced, because in this dimension Yamata and Typical managed to beat the Brother, Pegasus and Yamato brands. If Yamata and Typical can shift the position of Brother, Pegasus and Yamato, then it is very likely that Yamata and Typical will one day shift Juki's position.

c)   Different from the other five brands, Yamato occupies a separate position because it fits in the middle and is not too inclined to the first or last position. However, it is unfortunate that if Yamato continues to be in the middle position without moving forward, it could result in being overtaken by a new brand. Actually this has happened in the value dimension, Yamato's position is under Typical and Yamata. How good is Yamato to learn more aggressively like Brother, Pegasus and Siruba who always try to catch up and shift Juki's position. Siruba, which is still considered a newcomer, enjoys the productivity advantages of its own product. Siruba can take advantage of these advantages to sharpen its position in the sewing machine market. This can be seen in the dimensions of value and trustworthiness, where Siruba has succeeded in shifting the position of Japanese, Korean and Chinese brands. As for the other dimensions, Siruba is not too far apart from Japanese brands such as Juki, Brother, Pegasus and Yamato. This means that Siruba has the potential to shift the Japanese brand.

5. Suggestion

Some suggestions for any brand looking to win the competition in the sewing machine industry include:

1. Be more sensitive to complaints and responses from distributors or consumers in order to improve product quality and consumer confidence.
2. Examining the strategies used by competitors and responding to the strategies adopted by competitors.
3. Organizing exhibitions / exhibitions and seminars.
4. Conduct training in sewing machine service techniques and maintenance of sewing machines that are correct and effective.
5.   Learn from the advantages of competitive products, and make new innovations that exceed competitors.

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