

THE INFLUENCE OF THE MARKETING MIX ON BRAND IMAGE IN THE COMMUNITY (Case Study at Bank Bjb Main Branch)

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ABSTRACT

Purpose .of .This .Research .Is .To .Know .How . The Effect of Marketing Mix on Brand Image in the Community (Case Study at Bank Bjb Main Branch). The .method.used.is.descriptive.research.which.analyzes.the.results.of.research.but.is.not.used.to. draw.broader.conclusions. So .here .we have .independent .variables .and .dependent .variables. The data collection technique used is a field study with a questionnaire to 100 respondents and library research.

Based on the author's research, it can be seen that the relationship between marketing mix and brand image in the community (case study at bank bjb main branch). . Meanwhile, based on statistical calculations carried out with SPSS, obtained . known value $F = 243.617$, and value $\text{Sig.} = 0.000$, while value F table with $df (7.92) = 2.11$. Thus H_0 is rejected, H_8 is accepted, these variables Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7), together have a significant effect on Brand Image (Y). Thus H_0 is rejected, and H_8 is accepted, these variable variables Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7), together have a significant effect on the variable Brand Image (Y).

Said Key : Marketing Mix, Brand Image

INTRODUCTION

Introduction is the initial stage in a research journal that has an important role in describing the background of the research, identifying the problems raised, and explaining why the research is important and relevant in the context concerned. In this introduction, we will describe why research on the effect of marketing mix on brand image is very relevant in the banking context, as well as why Bank Bjb Main Branch was chosen as the right case study in this study.

The banking industry is one of the most competitive and dynamic sectors in a country's economy (Kotler & Keller, 2016). The intense competition among existing banks encourages them to continuously strive to maintain and increase their market share and brand image. In this context, the influence of marketing mix on brand image becomes very relevant and important to understand (Aaker, 1996).

First of all, the marketing mix consists of four main elements, namely product, price, place, and promotion, plus other elements such as people, process, and physical evidence (Kotler & Keller, 2016). These elements are the main instruments in a bank's marketing strategy. Therefore, understanding how each element in the marketing mix affects brand image is key in designing an effective marketing strategy.

Secondly, brand image plays a very important role in consumer attraction and trust in a bank (Keller, 1993). A strong brand image can help banks to attract customers, retain existing customers, and even increase customer loyalty. Conversely, a negative brand image can result in customer loss and a poor reputation. Therefore, understanding how the marketing mix can affect brand image is highly relevant in an effort to improve banking performance.

In addition, developments in technology and information have also changed the way banks interact with customers (Kotler & Keller, 2016). The internet and social media have become key channels in marketing communications, and banks need to understand how their marketing mix can impact brand image in this increasingly complex digital world. This makes research into the influence of marketing mix on brand image even more relevant in the modern banking context.

How is Bank Bjb Main Branch an Appropriate Case Study in This Research? Case study selection is an important step in this research. Bank Bjb Main Branch was chosen as an appropriate case study for several reasons relevant to the issues raised in this research. First, Bank Bjb is one of the leading banks in Indonesia with an extensive branch network (Bank Bjb, 2022). Main Branch is one of the main branches of Bank Bjb which has a strategic role in carrying out bank operations. As a bank that actively operates in a competitive environment, Bank Bjb Main Branch is expected to have a strong marketing strategy to maintain and improve their brand image.

Second, Bank Bjb Main Branch has a variety of banking products and services offered to its customers (Bank Bjb, 2022). This makes it an appropriate subject to examine the effect of marketing mix on brand image, as the variety of products and services can have a different impact on customer perception.

Third, Bank Bjb Main Branch has a fairly large and diverse customer base (Bank Bjb, 2022). By involving customers from various backgrounds and preferences, this research can provide a more comprehensive picture of how the marketing mix affects brand image among the public.

Fourth, the selection of case studies located in Indonesia also has relevance in the context of this research. Indonesia is a country that has a rapidly growing banking sector with various challenges and opportunities (Hermawan, 2020). Therefore, this research can provide valuable insights for other banks in Indonesia in managing their marketing strategies.

Thus, Bank Bjb Main Branch is considered an appropriate case study in this research due to its representativeness in the context of the banking industry and its ability to provide valuable information in examining the influence of marketing mix on brand image.

RESEARCH METHODS

This section will explain in detail the research methods used in this study, including the research design, data collection process, and analytical tools used. This research aims to reveal and analyze the effect of marketing mix on brand image in the community which focuses on Bank Bjb Main Branch. The selection of the right method is very important to ensure the accuracy and validity of the research results..

Research Design

In this study, we used a descriptive research design. This design is used to describe and analyze the characteristics of the variables that are the object of research without prior intervention or influence. The choice of this design is suitable for understanding how the marketing mix affects brand image without mixing other variables or taking experimental actions.

The use of descriptive research design allows researchers to identify patterns, relationships, or trends that may exist between the marketing mix (independent variable) and brand image (dependent variable) at Bank BJB Main Branch. Thus, this research design helps answer the main research question in the context of descriptive analysis..

Data Collection Process

The data collection process was conducted through field studies using questionnaires as the main instrument. The questionnaire is an effective tool in collecting data from respondents who have been randomly selected. This study involved 100 respondents who were customers or prospective customers of Bank Bjb Main Branch.

The use of questionnaires as a data collection method has several advantages. First, questionnaires can cover a large number of respondents in a relatively short time. This allows researchers to collect data from diverse perspectives of the public towards Bank Bjb Main Branch. Secondly, the questionnaire allows for consistent data collection, as the questions and measurement methods are predetermined, reducing the potential for bias in the interpretation of results.

The questionnaire used in this study was carefully designed to cover all aspects of the marketing mix to be tested, namely Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7), as well as brand image (Y). Respondents were asked to give their assessment of the statements related to these variables. In addition, the questionnaire also included.

In addition to the use of questionnaires, this study also involved literature search as an additional method to collect relevant secondary data. The literature search aims to enrich the understanding of the relationship between marketing mix and brand image as well as to support the analysis of the data generated from the questionnaire.

Influence of Data Collection Process on Outcome Analysis

The use of questionnaires in data collection has a significant influence on the analysis of results. First, a well-designed questionnaire ensures that the data collected is relevant to the research objectives. Thus, the influence of the marketing mix on brand image can be systematically evaluated.

Secondly, the use of questionnaires helps in the standardization of data collection. Each respondent is exposed to the same questions, thus minimizing measurement error and allowing for consistent comparison of data.

In addition, the use of technology to manage data from questionnaires such as survey applications or software can also improve the efficiency and accuracy of data collection. The collected data can be easily processed and analyzed using statistical tools such as SPSS.

All of these factors together ensure that the data obtained through data collection with questionnaires can be used validly and reliably to analyze the effect of marketing mix on brand image at Bank Bjb Main Branch.

In the next section, the results of the analysis of the data that has been collected will be presented and discussed further to answer the research questions posed earlier.

RESULTS AND DISCUSSION

A. Research Results

This section will discuss the research results which are the core of this journal. The results of this research include the findings resulting from the analysis of the data that has been collected. In the context of this research, the results will show the effect of marketing mix on brand image among the public, with Bank Bjb Main Branch as the focus of the case study. The results of this research are essential to provide a deeper understanding of how the marketing mix can influence brand image, and how this information can be used for the development of more effective marketing strategies.

1. The Effect of Marketing Mix on Brand Image

The results of data analysis using the SPSS tool show that there is a significant influence between the marketing mix (independent variable) and brand image (dependent variable) among the people who are the research subjects. The F value obtained is 243.617, while the Significance value (Sig.) is 0.000. This F value is much greater than the F table value of 2.11 with a degree of freedom (df) of 7.92. This result rejects the null hypothesis (H0) and accepts the alternative hypothesis (H8)..

It is important to note that testing the null hypothesis is a key step in this research. The null hypothesis (H0) states that there is no significant influence between the marketing mix on brand image, while the alternative hypothesis (H8) states that there is a significant influence. By rejecting H0 and accepting H8, the results of this study indicate that the variables Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7), together have a significant effect on Brand Image (Y).

2. Analysis of Research Results

In the analysis of the research results, we will examine the influence of each marketing mix component (Product, Price, Place, Promotion, People, Process, Physical Evidence) on brand image in more detail.

a. Product (X1)

The results showed that the Product variable (X1) has a significant influence on Brand Image (Y). Product is one of the important components in the marketing mix and is a factor that is often associated with the brand image of a company. Products that are of high quality and meet consumer needs can positively enhance brand image.

b. Price (X2)

The Price (X2) variable also has a significant effect on Brand Image (Y). Reasonable and competitive prices for products or services can help build a positive brand image in the eyes of consumers. Prices that are too high or too low can negatively impact brand image.

c. Place (X3)

Place (X3), which refers to the distribution and availability of products or services, also has a significant influence on Brand Image (Y). Good placement, accessibility, and availability of products in strategic locations can help create a strong brand image.

d. Promotion (X4)

Promotion variable (X4) is an important factor in the marketing mix that has a significant effect on Brand Image (Y). Effective promotions, including advertising campaigns, sales promotions, and other marketing activities, can help increase awareness and positive perceptions of the brand.

e. People (X5)

People (X5) refers to interactions with employees or company personnel. The results showed that this factor also had a significant effect on Brand Image (Y). Good customer service, friendliness, and employee competence can strengthen brand image in the eyes of consumers.

f. Process (X6)

The Process (X6) variable in the marketing mix also has a significant influence on Brand Image (Y). An efficient, easy-to-understand, and high-quality service process or purchasing process can provide consumers with a positive experience, which in turn affects brand image.

g. Physical Evidence (X7)

Physical Evidence (X7) refers to the physical appearance or physical evidence associated with a product or service. The results showed that this factor also had a significant effect on Brand Image (Y). The physical appearance of the product, store design, or packaging can play an important role in creating a strong brand image.

3. Implications of Research Results

The results of this study have significant implications in the context of marketing mix and brand management in the banking industry. These implications include:

Bank Bjb Main Branch and similar companies can use these findings to design more effective marketing strategies, focusing on marketing mix components that have a significant influence on brand image.

Employee training and development in customer service (People) can be a priority to ensure a positive customer experience.

The company's internal processes (Process) must be optimized to meet high quality standards and provide efficient services to consumers.

4. Research Limitations and Suggestions for Future Research

It is important to note that this research has some limitations. One of them is that the research focuses only on Bank Bjb Main Branch, so the results may not be directly applicable to other banks or companies. In addition, this research is also limited to the variables that have been selected in the marketing mix, while other factors that can affect brand image may not be covered.

For future research, it is recommended to expand the scope of research by involving more banks or companies in the banking industry. Further research can also consider other factors that can affect brand image, such as environmental or social factors that are currently trending.

The results of this study indicate that the marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) together have a significant effect on brand image among the public, with Bank BJB Main Branch as a case study. These results make an important contribution in understanding the relationship between marketing mix and brand image in the context of the banking industry.

This conclusion can guide companies in developing more effective marketing strategies to strengthen their brand image and gain consumer trust. The results of this study also pave the way for further research in understanding the complexity of factors that influence brand image.

B. Discussion

This section will provide an in-depth discussion of the research results, interpretation of the findings, relationship with related theories, and implications of the results. The discussion will answer the key questions posed in this section.

1. Implications of Research Results in the Context of the Banking Industry

The results of this study have significant implications in the context of the banking industry. Bank Bjb Main Branch, as the research subject, can utilize these findings to improve the effectiveness of their marketing strategy. The following are some implications of the research results in the context of the banking industry:

a. Emphasis on Product and Service Quality

The results showed that Product (X1) and People (X5) have a significant influence on brand image. Therefore, Bank Bjb Main Branch needs to place special emphasis on the quality of products and services they offer to customers. This includes high quality banking products, as well as employee training and development to provide good customer service.

b. Wise Price Management

The Price (X2) variable also has a significant influence on brand image. Banks need to ensure that their pricing policies are in line with customer needs and preferences. Fair and competitive pricing can help maintain and enhance a positive brand image.

c. Effective Promotion

Promotion variable (X4) has a significant impact on brand image. Therefore, Bank Bjb Main Branch needs to design promotional campaigns that are effective and relevant to their target market. A good promotion can increase public awareness about the bank and influence positive perceptions.

d. Efficient and Transparent Process

Process variable (X6) also has a significant effect on brand image. Banks need to ensure that their service processes and purchasing processes are efficient and transparent. Good processes will give customers a positive experience and help build a strong brand image.

e. Emphasis on Good Physical Evidence

Physical Evidence (X7) is an important factor in creating a positive brand image. Banks need to ensure that the physical appearance of products, packaging, store design, and other physical evidences match the brand image they want to project.

2. Relationship with Related Theories Ha

The results of this study are consistent with related theories in marketing and brand management. Marketing theory teaches that a strong marketing mix can help create a positive brand image. The results of this study confirm that the variables in the marketing mix together have a significant effect on brand image.

The theory regarding the effect of price on consumer perceptions also supports the finding that Price (X2) has a significant effect. The effect of price in shaping brand image has long been a focus in marketing literature.

In addition, the theories regarding customer service (People) and customer experience (Process) are also in line with the findings of this study. Competent employees and efficient processes can increase customer satisfaction and strengthen brand image.

3. Implications of Research Results

The implication of the finding that the marketing mix variables jointly have a significant effect on brand image is the importance of integrating all elements in the marketing mix in developing marketing strategies. These implications include:

a. Holistic Marketing Approach

Bank Bjb Main Branch and similar companies need to adopt a holistic approach in managing the marketing mix. This means that all marketing elements, including product, price, place, promotion, people, process, and physical evidence, must be integrated in a balanced and consistent manner in an effort to build a strong brand image.

b. The Importance of Employee Training

Employee training and development (People) plays a very important role in creating a positive customer experience. Banks need to invest in employee training so that they can provide high quality customer service and match the desired brand image.

c. Attention to Every Detail

Physical Evidence is an element that is often overlooked in marketing. However, these findings suggest that companies need to pay special attention to physical aspects such as packaging design, product appearance, and store or office environment to create a positive brand image.

4. Research Limitations and Suggestions for Future Research

This research has several limitations that need to be considered. One of them is the focus on one bank, namely Bank Bjb Main Branch. The results of this study may not be directly applicable to other banks or companies, so further research involving a wider sample is needed.

Suggestions for future research are: Involve banks or companies of different sizes and industry backgrounds to get a more representative picture.

Expand the scope of research by involving more variables that can affect brand image, such as environmental or social factors that are trending today.

Conduct longitudinal research to observe the development of brand image over time.

The results of this study provide strong evidence that the marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) together have a significant effect on brand image among the public, with Bank Bjb Main Branch as a case study. These findings have important implications in the development of marketing strategies to strengthen brand image in the context of the banking industry. By integrating all elements in the marketing mix holistically and paying attention to details such as product quality, wise pricing, effective promotion, good customer service, efficient processes, and good physical evidence, banks can create a positive brand image and gain consumer trust. Future research can expand the scope and variables studied to gain a deeper understanding of the complexity of factors that influence brand image in various industry contexts.

CONCLUSION

In this research, we have examined the effect of marketing mix on brand image among the public, with Bank Bjb Main Branch as a case study. This research aims to answer the question of how marketing mix affects brand image in the context of banking. The results of this study indicate a significant influence between the marketing mix and

brand image among the people who are the research subjects. Statistical analysis using the SPSS tool shows that the F value is 243.617, with a Significance value (Sig.) of 0.000, which is much smaller than the F table value (2.11) with a degree of freedom (df) of 7.92. This rejects the null hypothesis (H0) and accepts the alternative hypothesis (H8), which indicates that the variables Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7), together have a significant effect on Brand Image (Y). In the context of the banking industry, these findings have significant implications. A strong brand image is one of the most valuable assets for a bank. With a positive brand image, banks can attract more customers, retain existing customers, and even increase customer loyalty. Therefore, understanding the factors that influence brand image is an important step in developing an effective marketing strategy. It is important to note that the marketing mix is not only limited to product and price, but also includes aspects such as promotion, place, people, process, and physical evidence. The results of this study show that all these elements have a significant impact on brand image. Therefore, banks need to pay holistic attention to all components in their marketing mix. In the context of an increasingly competitive and rapidly evolving banking industry, banks need to continuously develop effective marketing strategies to remain competitive. The results of this study can be a valuable guide for banks in identifying areas for improvement in their marketing mix. Banks can use these findings as a basis for designing more effective marketing strategies, improving product and service quality, and strengthening their brand image in the eyes of the public. In future development, research can expand the scope and variables studied to gain a deeper understanding of the complexity of factors that influence brand image in various industry contexts. Thus, this research can make a greater contribution to our understanding of how the marketing mix affects brand image and can assist companies in developing more effective marketing strategies to face future challenges.

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