

THE BRAND IMAGE OF EXPEDITION COMPANIES IN INDONESIA : A CORRESPONDENCE ANALYSIS

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ABSTRACT

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The purpose of this analysis is to determine the relevant attributes that meet the perceived similarity between objects four expedition companies in Indonesia consist of: JNE, Tiki, J&T and PT Posindo, and determine the preference of the category of variables that determine the attributes and categories of objects. The data used in this research is primary data using questionnaire research instrument.

Correspondence analysis is used to analyze the data collected. Correspondence analysis is a technique of data presentation between rows, between columns and between rows and columns of contingency tables (two-way which can then be extended to multi-way contingency table) at a small-dimensional vector space and optimal. This analysis is also designed to be used in the development of groupings that represent the data frequency. The results of correspondence analysis found that the JNE brand is close to the tariff image. The Tiki and J&T brands are close to on time delivery. While the brand Posindo is not close to any image.

INTRODUCTION

Business development in the current era of globalization makes companies compete fiercely, but it also makes each company reorganize its strategies and tactics in order to meet all the needs of the community for products or services. The main factor to support trade in a place requires transportation. So it is not wrong if transportation is now growing, because the volume of trade in Indonesia is increasing. Transportation services are logistical transportation planning to meet consumer needs, shipping service business is needed in trade.

Service quality is an important factor that influences the creation of consumer satisfaction. Service quality and product attributes are determinants of customer satisfaction after making purchases and use of a product / service. Service quality and product attributes are a form of complex satisfaction value (Hidayat, 2009). With good service quality and product attributes, consumers' wants and needs for a product / service will be fulfilled. If the quality of service quality and product attributes received are higher than expected, then perceived service quality and product attributes will be satisfactory. According to Umar (2008; 14), satisfaction is the fulfillment response of consumers. Satisfaction is the result of an assessment by consumers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. Consumers feel satisfied when their expectations are fulfilled or will be very satisfied if consumer expectations are exceeded (Tjiptono, 2009; 65). Satisfied consumers are consumers who will share satisfaction with producers or service providers. Even so, both consumers and retailers will benefit equally if satisfaction occurs. Consumer loyalty has a causal relationship with service quality. The occurrence of brand loyalty to consumers is due to the influence of customer satisfaction or dissatisfaction with the brand which accumulates continuously in addition to the perception of quality. Consumer loyalty is also influenced by product quality. Product quality can be used to develop consumer loyalty. Some research results show that consumers will become loyal to some high quality brands.

Based on the background and formulation of the problem, the objectives of this research are as follows: 1) To find out and analyze service quality has a positive effect on customer satisfaction in the expedition company in Indonesia 2) To know and analyze product attributes have a positive effect on customer satisfaction in the company expedition in Indonesia. 3) To find out and analyze service quality has a positive effect on consumer loyalty on expedition companies in Indonesia

Availability of goods or a brand of similar products on the market causes consumers to have the opportunity to compare products with one another. This causes producers to require a map of consumer perceptions of their products to find out the position in the midst of competition so that appropriate marketing strategies can be prepared. For the purposes of making this perception map the similarity between products and the attributes that are the focus of research is translated in terms of the distance between two points on a field or space. So that the transformation from consumer perceptions into vector and matrix forms is needed

In correspondence analysis, a row matrix formed from the first two columns F and b matrix lines formed from the first two columns G are generally displayed in one graph. In plots, the distance between points associated with row profiles or between points associated with column profiles is an approach to the distance of chi square between each profile that reflects the similarity between products.

Correspondence analysis is a qualitative data multidimensional scaling technique in marketing research. Input data is a form of contingency table that shows a qualitative association between rows and columns then converts nonmetric data to metric data as well as dimensional reduction and perceptual mapping (in this writing based on the attributes involved) in the form of qualitative data.

The benefits of correspondence analysis will reduce the demand for collecting data charged to respondents, because only binary data or categories are obtained. Marketing management data is data that requires completion by using correspondence analysis, which is a method that functions to simplify complex data by describing a complete and tangible thing from every angle of data information.

RESULT AND DISCUSSION

The following are 4 shipping companies (BRAND) studied in this study, namely JNE, TIKI, J & T and PT Posindo. Of the four shipping companies above, 9 of the most remembered attributes (IMAGE) are sought.

1. Rates
2. Location or Pickup Service
3. Timeliness of Delivery
4. Accuracy of Scales
5. Packaging assistance
6. Hospitality of Services
7. Diversity of Types of Services Offered
8. Communication Media (tel, online, WA, SMS and other websites)
9. Service Guarantee or Compensation for Service Failures

The survey results on the brand and image of four shipping companies in Indonesia are shown in the following table:

Correspondence Table

Brand	Image									Active Margin
	1	2	3	4	5	6	7	8	9	
1	16	12	40	0	1	0	2	5	1	77
2	1	1	9	0	0	1	0	0	0	12
3	0	3	9	0	0	1	0	0	0	13
4	0	1	0	0	0	0	0	1	0	2
Active Margin	17	17	58	0	1	2	2	6	1	104

From the 104 respondents, 77 respondents chose brand 1 (JNE). Whereas the most chosen image is the image on attribute no. 3 (timeliness), then attribute no. 1 (tariff) and attribute no. 2 (location or pickup service)

Summary

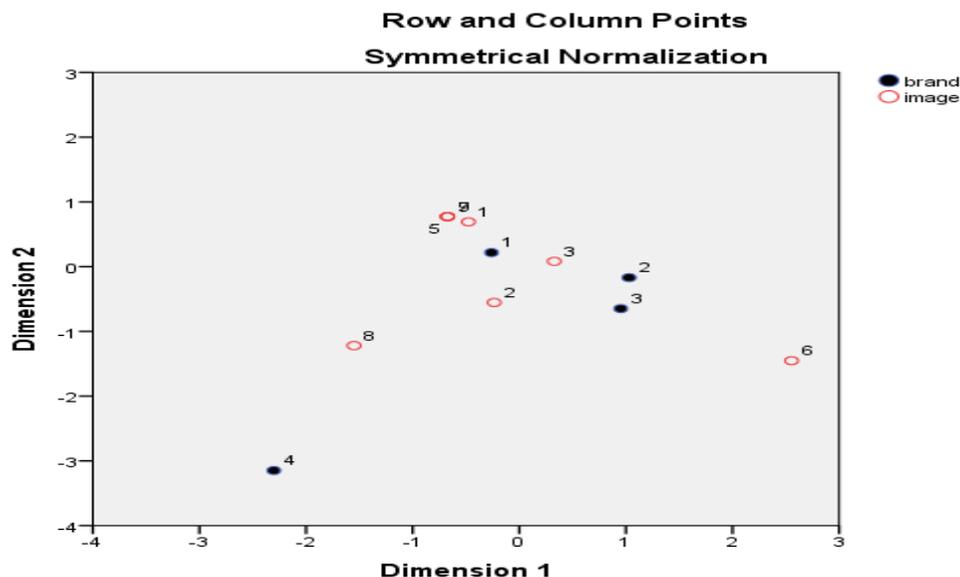
Dimension					Proportion of Inertia		Confidence Singular Value	
	Singular Value	Inertia	Chi Square	Si g.	Accounted for	Cumulative	Standard Deviation	Correlation
1	0.388	0.15			0.635	0.635	0.075	0.588
2	0.282	0.079			0.334	0.969	0.093	
3	0.086	0.007			0.031	1		
Total	0.237	24.659	.424 ^a	1	1			

a. 24 degrees of freedom

The interpretation of singular value which is the square root of eigenvalue between categories of variables in the analysis for each dimension is 0.388 for the first (biggest) dimension, 0.282 for the second dimension (also the second largest) and 0.086 for the third dimension. From the proportion of inertia, it can be stated that the diversity that can be explained is 100% with the following details:

1. The first factor is able to explain the diversity of data by 63.5%
2. The second factor is able to explain the diversity of data at 8.2% (the total with the first figure is 33.4%)
3. The third factor is able to explain the diversity of data by 3.1% (total beforehand being 100%)

When seen the standard deviation it is seen that for the first dimension it is found value of 0.033. this value also shows better precision than the second dimension which has a standard deviation value of 0.093.



If the Row Points and Column Points are combined, then you will get a configuration map that shows brand number 1 close to the image 1 brand no. 2 and 3 close to image 3 while brand no. 4 is not close to any image.

CONCLUSION

Based on correspondence analysis found that the JNE brand is close to the tariff image. The Tiki and J&T brands are close to on time delivery. While the brand Posindo is not close to any image.

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ATTACHMENT

Overview Row Points^a

Brand	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
1	0.74	-0.261	0.218	0.03	0.13	0.125	0.664	0.335	0.999
2	0.12	1.029	-0.17	0.052	0.315	0.012	0.904	0.018	0.922
3	0.13	0.951	-0.65	0.062	0.292	0.187	0.712	0.24	0.953
4	0.02	-2.303	-3.15	0.094	0.263	0.677	0.423	0.574	0.997
Active Total	1			0.237	1	1			

Overview Column Points^a

Image	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
1	0.16	-0.478	0.692	0.037	0.096	0.278	0.391	0.596	0.987
2	0.16	-0.236	-0.55	0.022	0.023	0.178	0.163	0.654	0.817
3	0.56	0.328	0.082	0.024	0.155	0.013	0.954	0.044	0.998
4	0
5	0.01	-0.673	0.773	0.003	0.011	0.02	0.502	0.48	0.982
6	0.02	2.553	-1.45	0.061	0.323	0.144	0.799	0.188	0.986
7	0.02	-0.673	0.773	0.007	0.022	0.041	0.502	0.48	0.982
8	0.06	-1.551	-1.22	0.08	0.358	0.305	0.675	0.303	0.977
9	0.01	-0.673	0.773	0.003	0.011	0.02	0.502	0.48	0.982
Active Total	1			0.237	1	1			

a. Symmetrical normalization