

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Hasil menyeluruh dari penelitian mengenai *brand awareness*, *product quality*, dan *brand image* terhadap variabel dependen *purchase intention* untuk merek Cheetos, Chiki Balls, dan Chiki Twist. Tetapi dalam penelitian ini berfokus kepada satu merek yaitu Chiki Twist. Penelitian ini dilakukan kepada 200 responden untuk mengetahui adanya perbedaan penulis menggunakan rata-rata jawaban dari masing-masing variabel dan menggunakan uji beda untuk melihat perbedaan rata-rata. Hasil dari uji validitas dan uji reabilitas dalam penelitian ini mengindikasikan valid dan reliabel. Hasil dari penelitian ini menunjukkan bahwa terjadi asosiasi yang positif dengan merek sebelumnya. Tetapi jika dianalisis lebih jauh ditemukan bahwa variabel *brand awareness* dan *product quality* menunjukkan perbedaan yang paling signifikan. Dampak yang paling berpengaruh besar dengan adanya *rebranding* adalah *brand awareness* yang turun drastis. Selain itu, kepercayaan pada perusahaan mengurangi efek negatif dari *rebranding*. Maka dari itu penulis akan menarik kesimpulan dengan pembahasan sebagai berikut.

5.1.1 Brand Awareness

Untuk menjawab rumusan masalah nomor satu, merek Cheetos ditemukan bahwa 70% responden dalam kategori rendah terhadap *awareness* merek Cheetos. Jika dibandingkan dengan merek yang diuji, Cheetos menduduki peringkat pertama. Variabel *brand awareness* memiliki hasil yang tidak signifikan terhadap *purchase intention*.

Untuk merek Chiki Balls ditemukan bahwa 74.5% responden dalam kategori sangat rendah terhadap *awareness* merek Chiki Balls. Variabel *brand awareness* memiliki hasil yang tidak signifikan terhadap *purchase intention*.

Berdasarkan hasil data yang penulis temukan dalam penelitian ini, untuk merek Chiki Twist ditemukan bahwa mayoritas responden sejumlah 96% sangat rendah terhadap *awareness* merek Chiki Twist. Jika dibandingkan dengan merek yang diuji, Chiki Twist memiliki rata-rata nilai yang sangat rendah. Hasil

dari uji model regresi menunjukkan bahwa *brand awareness* tidak signifikan terhadap *purchase intention*.

5.1.2 Product Quality

Untuk menjawab rumusan masalah nomor dua, merek Cheetos ditemukan bahwa *product quality* dalam kategori baik, hal ini menunjukkan bahwa merek Cheetos memberikan kualitas makanan ringan yang baik sehingga konsumen dapat menikmati makanan ringan tersebut.

Untuk variabel *product quality* merek Chiki Balls ditemukan bahwa merek ini memberikan kualitas makanan ringan yang baik. Merek Chiki Balls memiliki rata-rata penilaian yang sama dengan Cheetos.

Untuk merek Chiki Twist ditemukan memiliki rata-rata nilai yang baik tetapi masih dibawah merek Cheetos dan Chiki Twist. Hal ini menandakan Chiki Twist mampu memberikan kualitas produk yang tidak kalah baik dengan Cheetos. Dari keseluruhan indikator *product quality* rata-rata yang didapat adalah baik, yang menandakan Chiki Twist belum mampu menyaingi Cheetos sebagai merek sebelumnya.

5.1.3 Brand Image

Untuk menjawab rumusan masalah nomor tiga, merek Cheetos ditemukan bahwa responden menilai citra dari Cheetos dengan hasil baik. Hal tersebut dikarenakan dikarenakan Indofood Fritolay Makmur dapat menjaga citra yang baik maupun produknya dengan memiliki citra yang berbeda dibandingkan dengan kompetitor. Dari segi citra merek Cheetos memiliki rata-rata yang sangat baik. Tetapi disisi lain lagu pendek dari Cheetos memiliki rata-rata cukup.

Untuk merek Chiki Balls, variabel *brand image* responden menilai dengan rata-rata dengan hasil baik, hal ini dikarenakan merek Chiki Balls yang sudah sangat melekat di masyarakat dan memiliki hubungan dengan merek tersebut.

Untuk merek Chiki Twist, variabel *brand image* ditemukan bahwa responden menilai dengan hasil baik, hal ini dikarenakan ketika perubahan nama perusahaan menarik ke merek yang sudah memiliki citra yang baik tetapi mungkin

bisa terjadi apabila perusahaan memilih merek baru dengan nama yang lebih awam citra produk tidak akan sebagus sekarang.

5.1.4 Purchase Intention

Untuk menjawab rumusan masalah nomor empat, merek Cheetos ditemukan bahwa responden memiliki niat beli yang tinggi. Tetapi disisi lain Cheetos bukan merupakan pilihan utama responden dalam memilih makanan ringan, selain itu dalam waktu dekat mereka hanya cukup ingin membeli Cheetos.

Untuk merek Chiki Balls, variabel *purchase intention* memiliki hasil berkeinginan tinggi untuk membeli produk ini, tetapi disisi lain Chiki Balls bukan menjadi pilihan utama bagi responden dalam membeli makanan ringan.

Untuk merek Chiki Twist, variabel *purchase intention* memiliki rata-rata penilaian yang tinggi dalam keinginan membeli tetapi dengan rata-rata yang paling rendah dibandingkan dengan Cheetos dan Chiki Balls. Hal ini dikarenakan merek Chiki Twist belum dapat menyaingi produk-produk makanan lain, sehingga merek ini menjadi pilihan kesekian bagi responden.

5.1.5 Perbedaan Rata-Rata Merek Cheetos dan Chiki Twist

Berdasarkan hasil dari uji *independent sample t-test* yang dilakukan kepada dua objek yaitu Cheetos dan Chiki Twist dengan menguji keseluruhan variabel untuk melihat apakah terdapat perbedaan dari ketiga merek tersebut.

Untuk variabel *brand awareness* didapatkan hasil yang signifikan antara merek Cheetos dan Chiki Twist. Dalam menjawab pertanyaan dari *brand awareness* responden tidak memiliki *top of mind* dari merek yang diuji, untuk hasilnya sendiri Cheetos menduduki peringkat pertama dan kedua adalah Chiki Twist dengan perbedaan rata-rata yang cukup signifikan.

Untuk variabel *product quality* didapatkan hasil yang tidak signifikan antara merek Cheetos dan Chiki Twist. Responden merasakan tidak adanya perbedaan pada *product quality* dari merek Chiki Twist dengan merek merek Cheetos.

Untuk variabel *brand image* didapatkan hasil yang tidak signifikan artinya kedua merek yang ada dalam penelitian ini memiliki jumlah rata-rata yang

sama. Hal ini dikarenakan oleh pembuat makanan ringan tersebut adalah produsen yang sama sehingga citra yang mereka ciptakan baik, selain itu perusahaan juga mampu menjaga citranya dengan baik.

Untuk variabel *purchase intention* didapatkan hasil yang tidak signifikan artinya kedua merek yang ada dalam penelitian ini memiliki jumlah rata-rata yang sama.

5.2 Saran

Penulis ingin memberikan beberapa rekomendasi yang dapat digunakan oleh perusahaan untuk meningkatkan kinerja dan bisa bersaing dengan merek kompetitor yang ada di pasar makanan ringan Indonesia berdasarkan penelitian yang telah disebutkan di atas.

Dikarenakan merek Chiki Twist memiliki *brand awareness* yang sangat rendah, banyak dari konsumen belum mengetahui keberadaan produk ini. Maka dari itu perusahaan harus perlu meningkatkan *awareness* produk supaya bisa dikenal masyarakat dan mengambil *market share* yang ditinggalkan oleh Cheetos. Berikut ini saran dari penulis untuk meningkatkan *brand awareness*.

- a. Melakukan iklan baik konvensional maupun media sosial. Iklan konvensional mampu memperluas *audiens*, selain itu perusahaan harus aktif dalam penggunaan media sosial dengan mengunggah konten yang relevan dan berinteraksi dengan *audiens* secara berkala. Tetapi iklan yang dilakukan harus memiliki kampanye yang bertema untuk mengangkat ciri khas dari Chiki Twist.
- b. Berkolaborasi dengan merek lain, seperti yang dilakukan Chitato dengan Indomie berhasil meramaikan masyarakat dengan keberadaan produk tersebut. Chiki Twist juga bisa melakukan hal yang sama dengan berkolaborasi dengan merek yang sudah populer di masyarakat.
- c. Untuk meningkatkan *brand awareness* perusahaan bisa melakukan kerja sama dengan *key opinion leader* (KOL) atau *influencer*, mereka bisa memberikan pendapat yang positif sehingga memberi pengaruh dan berdampak pada pengambilan keputusan pembelian pada produk Chiki Twist.

Perusahaan harus memperbaiki *product quality* sehingga dapat menyerupai merek sebelumnya, karena mayoritas responden mengatakan bahwa kualitas produk Chiki Twist belum mampu menyamai produk dari merek lama. Maka dari itu perusahaan harus membenahi cita rasa yang semirip mungkin dan tekstur yang renyah sehingga konsumen dapat mengingat Cheetos dengan memakan Chiki Twist.

Untuk *brand image* perusahaan perlu merubah atau mendesain ulang maskot dari Chiki Twist karena dirasa belum mampu memuaskan konsumen dan membuat sebuah citra yang menempel di benak konsumen seperti lagu pendek dalam promosi.

Mengingat perjanjian pembelian saham oleh Indofood CBP dengan Pepsico yang tertera bahwa melarang Pepsico untuk melakukan produksi dan penjualan merek tertentu di Indonesia selama 3 tahun. Jika hal itu terjadi dan Cheetos akan kembali ke Indonesia maka Indofood Fritolay Makmur harus mempersiapkan kemungkinan yang akan terjadi dengan meningkatkan *brand awareness* dan *product quality* dari Chiki Twist agar tidak kalah bersaing dan tentunya jadi pilihan pertama konsumen dalam membeli makanan ringan.

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