

# Brand Positioning in Measuring Effectiveness Promotion: A survey on visitors Ciater Spa Resorts Subang West Java

Rakhmat Hidayattullah<sup>1</sup>, Yaya Sundjaya<sup>2</sup>, Ima Santhika<sup>3</sup>

<sup>1</sup>Masters of Business Management Programme,  
School Of Postgraduates studies Bandung, Indonesian University of Education  
[onanksaja@gmail.com](mailto:onanksaja@gmail.com)

<sup>2</sup>Masters of Business Management Programme,  
School Of Postgraduates studies Bandung, Indonesian University of Education  
[yaya\\_sundjaya@yahoo.com](mailto:yaya_sundjaya@yahoo.com)

<sup>3</sup>Masters of Business Management Programme,  
School Of Postgraduates studies Bandung, Indonesian University of Education  
[imasanthika@yahoo.com](mailto:imasanthika@yahoo.com)

**Abstract:** *Progressively tighten the emulation in tourism business in this time, claiming all producers to conduct a strategy of marketing mix in the form of effective promotion mix to consumer. Intention of strategy of marketing mix develops the correct positioning according to potential consumer desire which wish gone to. The result of research mean of visitor response about execution of product mix of Hotel Management according to visitor as a whole very good or equal to 88.11%. While promotion Effective done by firm according to response as a whole pursuant to EPIC Rate is at the value 3.97, its meaning is overall of promotion executed by effective and in line with which wish reached by the company. Result of research depict that there are influence which is positive between promotions by brand positioning. By simultaneity is promotion mix have an effect on to brand positioning*

**Keywords:** marketing mix, promotion mix, brand positioning.

## 1. Introduction

Facing rivalry is every hotel management, a star hotel or unrated hotel required to operate effectively and efficiently, among others via marketing mix precisely so that the target can be achieved. Marketing mix is a term used for showing the integration of certain variables to satisfy the needs of customers. Is the task of the advertising and marketing manager to make variables a marketing mix, that can meet the needs of customers who are in the market segmentation for specific targets of the hotel. The variables marketing mix services made up of seven things, products, prices, promotion, place, people, processes and customer service.

Product service mix is primarily because without those the hotel does not have anything to distributed, promoted or priced. Service industries products such as the guest room, meeting room and food beverages, as well as other services like parking lot, house keeping and express check-in and checking out. The product is the whole concept object or process of providing some value to consumers. In the service of unknown ownership by products from providers and consumers. So marketers must develop an added benefit of products and services offered by the privileges of association; that they may be distinguished compete with other products and services in this must have its own image.

To know brand or image to consumers required the right marketing strategies. Marketing strategy intended is consisting of advertising, promotion, sales person,

publicity, direct selling and public relations. And all marketing mix has been done by the spa ciater resorts in order to increase the brand to consumers. The consumer must be given full information about the companies can obtained by promotion. For this promotion considered the most efficient way to achieve the purpose referred to. In connection with this promotion, ciater spa resort has issued a promotion mix activity that is increasing every year to introduce resorts to consumers.

Brand positioning for a firm hold very large role on marketing strategies, after conducting the market analysis and competitors in an analysis of the internal total situation analysis. The reason, world is currently facing in communication; the blast stuff, the media, and the commercials, Therefore the mind of the consumer being a battlefield. Because of that, in order to succeed in a society that is in communication; company should create a position to consider not only the strength and the weakness of the company to but also the strength and the weakness of rival in the minds of consumers. Therefore, the positioning no longer just create something new and different from the others but by clever use what you have in mind and link relations existing, that is because human mind has a place for all the information.

## 2. Marketing strategies and services

The marketing services concept substantially the same as its marketing. In both the case, marketing must analyze the vote and then a marketing program and targeted to be built around the marketing mix.

Those services are as follows:

1. Personalized service
2. Financial services
3. Public Utility and transportation
4. Entertainment
5. Hotel service

Services have four main characteristic of an intensely affecting the marketing program:

1. Not consummated (intangibility)
2. Inseparable (inseparability)
3. Varying (variability)
4. Easily destroyed (perish ability) [13].

Marketing strategy is a series of the target the policy and regulation to give directions to enterprises marketing from time to time at each level and its location. The modern of marketing strategies it commonly consists of three stages: segmentation (segmenting the market) targeting and positioning (the position of the market). After knowing market segment then be drawn up a marketing mix comprising the marketing strategy, product strategy, prices strategy, distribution strategy and promotion [19].

### 1.1. Marketing mix of services

In product markets needed a marketing mix to design and determining product, price, place, and promotion to be won the competition, gain profit and survive. The marketing mix of services if only rely on four a mix marketing it, the company could not understand a reciprocal relation between key aspects of business services. Marketing mix of services required other aspects, which are people, physical evidence, and process. Marketing mix is the combination of a variable or activity is from the marketing of products that is, the price of, promotional activities, and distribution system. Or in other words, marketing mix is variables that could be used to sway the consumer companies [23].

### 1.2. Products mix

Products definition is everything that can be offered to a market to satisfy the desire or need. Products was marketed covering the physical, services experience, events, people, the place, the property, organization and the idea. product mix is an assemblage of all products and products sales certain unit that were offered to customers.[14] Declaring that product consisting of three levels : 1. Core products A range of products that consumers want these products because they want the benefits of the product itself. 2. The actual Levels seen from the physical object that is the product of these products. A physical object that has characteristics: 1) quality, 2) shape, 3) model, 4) brand and 5) packaging.

### 1.3. promotion of services

Promotion is a function of the notification, persuasion the consumers and decision. Promotion is a variable in a marketing mix that very important held by corporate marketing and introducing products or services to customers [5] promotion substantially is a form of marketing communications to push the demand, what is

meant is the brand marketing communications to dispense information, affecting or reminiscent of the target company and products in order to receive, buy, and loyalty to products or services offered by companies concerned

Promotion mix is the strategy that most of the variables of advertising, personal selling, and tools of promotion; it's planned to achieve the aim of the programme [5]. promotion is not only serves as a means of communication between investor services to customers, but also as a means to influence those decisions for the purchase[15], promotion mix have five components, in detail be described as follows:

1. Advertising
2. Personal selling
3. Sales promotion
4. Publicity and public relations
5. Direct marketing [18]

### 1.4. Brand Strategy and Positioning

There are the mean of brand ( merk ) according to brand marketing ( american association ) is brand name terms, sign symbol, draft, or combination of things intended to identify goods or services from a group of dealers and to distinguish it from products of competitors [13] . Brand name is a distinguishing symbol ( as, a logogram stamp or packaging ) with a view identify goods or services of a peddler or a group of certain thus a brand distinguish it of goods and services produced by competitors [1].

Brand is a name or the symbols associated with products or services and raise the psychological or associate. It was identified by brand names and symbols that influence the election of a product or service that distinguishes them from products competitive and to have the buyer and its sales [1].

Brand strategy also means brand management strategy that can be defined as the governing all elements that aims to form a brand. The brand strategy defines what the brand is supposed to achieve in term of consumer attitudes and behavior. Brand strategy means what it should be a brand attitude of conduct in relation to consumers. Brand positioning is a way of demonstrating a brands advantage over's and differentiation from its competition.

Brand positioning as one way companies to retain target of consumers viewed from preeminence and excess owned compared with brand competitors. the brand position in marketing and the products or services is very important in bidding to consumers. The importance of brand marketing placement position connected with the need to sales steady through allegiance to brand [17].

Allegiance to a very important service in strong on marketing consideration for consumers is to be identified. Many marketers have brand position through effective marketing communications as for advertising and promotion. Although in reality placement position affected by price policy distribution and products of services offered.

### 3. Hypothesis

Based on a background, formularization problem research purposes, the theory of thought and skeleton hence major hypothesis is formulated as follows:

There is significant influence between against promotion, brand positioning assuming a factor outside brand and promotion considered remain and can be drawn hypothesis minored as follows:



There is significant influence between a promotions exercised toward brand positioning.

#### 1.5. Research methods used

Methods used in this research are verification descriptive analysis and analysis. Descriptive analysis methods research, which aims to describe explanations of traits variable (promotion mix and brand positioning ) while research the verifikatif analysis methods aims to know the relations between variables through a calculation the testing of hypotheses research with the use of statistics . Descriptive methods aim to describe the nature of something at the ongoing research done and examine the cause of a certain symptoms.

#### 1.6. Population and sample

In this research subject to a population is all customers visit and sleepover ciater spa in resorts subang during periods of research. Based on observation research during periods of the research sleepovers, who obtained the number of customers and do much tableside 25.093 people. And a population In these studies we are all subject to a customer came and staying at ciater resorts subang during its period of study. Based on the observation in the research were obtained the number of customers ' and 25.093 people visited there. 3.4 sampling techniques Of the sample to be used in this research are the accidental sampling techniques of random sample of the population is by choosing a visitor today without regard to the strata of the population. To determine how many samples from a population, according to hasan ( iqbal bailey in 2001, 67 declare that the use of statistical data analysis, the samples the minimum is 100. While to obtain data techniques in research are done through (according to sugiyono 2003: 401):

1. Observation
2. Interview
3. A questionnaire

The validity and reliabilities Instruments In doing this, research the first is a test measuring instrument that is to test the validity reliabilities.

#### 1.7. Descriptive Analysis

To understand it better sense score obtained from respondents with answer a questionnaire asked researchers

then afterward kinds of analyses in descriptive against skor-skor respondents by using the method like summated ' s ratings or more recognized with weighted means to know the score the interests of consumers against products mix services ciater spa resorts. Now process data processing used for effective promotion is by analysis epic.

EPIC model critical, includes four dimensions that is empathy, persuasion, impact (empathy, and communication persuasion, impact and communication) of the fourth dimension using data analysis:

#### 1.8. A. simple tabular analysis

In simple tabular analysis data obtained following formula: mixed with

$$P = \frac{f_i}{\sum f_i} \times 100\%$$

Where:

P = the percentage of respondents choose a specified category

F i = number of respondents choose a specified category

I f = the large amounts of respondents

#### 1.9. B. Average score

Each answer given, respondents from questions given any weight. A counting the score is add up all the yield times the value of each bobotnya divided by the total number of frequencies.

Formula:

$$x = \frac{\sum f_i \cdot w_i}{\sum f_i}$$

Where:

X = weighted average

F i = frequency

W i = weighted

The next step is to determine the position of scale using responses respondents by using the score any variable.

With the formula:

$$R_s = \frac{R_{(bobot)}}{M}$$

Where:

R = largest- smallest weights

M = much weight categories

Then determine the value of x for each dimension: by using formulas

$$X = \sum (bx_j)$$

Where:

b = weights

J = number of respondents predial category

The last step is to determine the value of epic with the formula:

$$\frac{X_{\text{empati}} + X_{\text{persuasion}} + X_{\text{impact}} + X_{\text{communication}}}{4}$$

#### 4. The analysis and Discussion

On the above can be explained that x1 or mix x2 or products and promotion conducted by ciater spa resorts subang there is a significant positive impact on y or brand positions. After doing research conducted in resorts subang, ciater spa we can see research on the implementation of products, i.e. mix promotion is characteristic of respondents, consumer response to the mix products and promotion effectiveness against brand positioning, promotion influence mix brand products and promotion of positioning. To be explained about the research conducted by sub-sub chapter can be seen on next.

##### 1.10. The product mix ciater spa resorts

In the services hospitality in Indonesia showing how easily problem mix products or services by positioning to create. Ciater spa resorts subang as a company that offers services in the field of services, or hospitality of course want the services produced acceptable and perceived by customers the products offered ciater spa resorts are as follows:

1. A hotel
2. Medical rehabilitation center rehabilitation medical center (spa) and beauty
3. Outbound activities
4. Cafe and restaurant
5. But the hot water of the pond soaks
6. Adventure tourism rafting

##### 1.11. The promotion mix ciater spa resorts

The promotion mix exercised by at ciater spa resorts subang includes the ad agencies ( advertising ) selling personal penjualan individuals ( ) to promote the sale of ( sales promotion ) and public relations and public relations. Where implemented mix promosinya, spa at ciater resorts subang consider that this has high credibility is looking more authentic and more reliable than the reader or consumer as for advertising to promote the effective implementation and the response of the promotion conducted by ciater spa resorts As has been discussed at previous chapter to measure the effectiveness of the spa promotion conducted by ciater resorts the use writers epic model consisting of four dimensions, this is a dimension of empathy, dimension of persuasion, the dimensions of the impact and communications. The result of reckoning up, four dimensions this is a dimension of empathy, persuasion, impact and communication within range of effective scale. The fourth dimension totaled in order to obtain the value of its average value in order to get an epic rate, as follows: X<sub>empati</sub> x persuasion x the x

communication 4. An epic rate obtained as a whole is 3.97 it was in the range between 3.41 a decision until 4.20, that means the overall promotion that has been performed by the spa ciater resorts subang is effective. This means that, but what has been done already based objectives to be achieved. This promotion have liked, attract attention, open knowledge, and the message was understandable respondents so that they are encouraged to undertake the trip at ciater spa resorts. The x empathy produced is to 3.93. The value is in the range of scale 3.41 until 4.20, so to say that promoting is effective in terms of empathy. If interpreted means the visitors for promotion conducted by the spa promotion subang ciater resorts because it can provide useful information about its attractiveness ciater resorts.

Table Empty Dimention

Attribute	Weight	E1	E2	E3	X1 (B*E1)	X2 (B*E2)	X3 (B*E3)
STS	1	0	0	0	0	0	0
TS	2	8	7	8	16	14	16
B	3	23	25	34	69	75	102
S	4	31	28	28	124	112	112
SS	5	38	40	30	190	200	150
Total		100	100	100	399	401	380

$$100$$

$$X3 = \frac{380}{100} = 3.80$$

$$X_{\text{emphaty}} = \frac{3.99 + 4.01 + 3.80}{3} = 3,93$$

$$X4 = \frac{408}{100} = 4.08$$

After the calculation and obtained average value of persuasion at 4.05 value is in the range of scale 3.41 4.20 scale until an effective. So to conclude that a promotion conducted by ciater spa resorts to have an effective against the respondents. Respondents said they agreed that promoting done ciater spa resorts make promotions and they get interested in being tempted to visit ciater spa resorts. Respondents feel with visiting ciater spa resorts will get an exciting adventure and get facilities no elsewhere the like. It is caused by the spa ciater resorts can strengthen the appeal mix products and services offered consumers be sure to come to visit and berekreasi ciater spa resorts. The lure is a relatively cheap and recreational facility and physiotherapy an undifferentiated Attractive to refreshing and recreation.

Table Persuasion Dimension

Attribute	Weight	E4	E5	X4 (B*E4)	X5 (B*E5)
STS	1	0	0	0	0
TS	2	6	6	12	12
B	3	26	28	78	84
S	4	22	27	88	108
SS	5	46	39	230	195
Total		100	100	408	399

$$X4 = \frac{408}{100} = 4.08$$

$$X5 = \frac{399}{100} = 3.99$$

$$X_{persuasion} = \frac{4.08 + 3.99}{2} = 4.05$$

An impact ( x ) is the resulting of 4.00 value is in the range of scale 3.41 until 4.20, the promotion is effective in terms of the impact. It means the spa promotion conducted by ciater resorts quite well-balanced compared with hotels and resorts such a perception of people. The promotion is fairly given the knowledge about the spa respondent's ciater resort and provides enough level involvement in trading on the respondents ciater spa resorts subang.

**Table Impact Dimention**

Attribute	Weight	E6	E7	X6 (B*E6)	X7 (B*E7)
STS	1	0	0	0	0
TS	2	8	6	16	12
B	3	27	24	81	72
S	4	25	32	100	128
SS	5	40	38	200	190
Total		100	100	397	402

$$X6 = \frac{397}{100} = 3.97$$

$$X7 = \frac{402}{100} = 4.02$$

$$X_{impact} = \frac{3.97 + 4.02}{2} = 4.00$$

The x communication resulting is to 3.89 value is in the range of 3.41 until 4.20, so to say that promoting is effective in terms of communication. This means that the respondent remembers main message delivered. It left a strong impression that both customers and understanding of its ciater spa resorts subang.

**Table communication dimension**

Attribute	Weight	E8	E9	E10	X8 (B*E8)	X9 (B*E9)	X10 (B*E10)
STS	1	0	0	0	0	0	0
TS	2	4	21	6	8	42	12
B	3	22	28	34	66	84	102
S	4	21	26	25	84	104	100
SS	5	53	25	35	265	125	175
Total		100	100	100	423	355	389

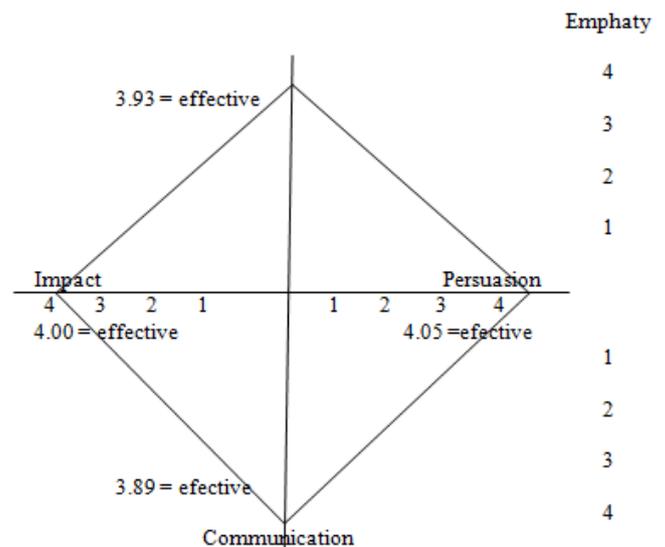
$$X8 = \frac{423}{100} = 4.23$$

$$X9 = \frac{355}{100} = 3.55$$

$$X10 = \frac{389}{100} = 3.89$$

$$X_{Communication} = \frac{4.23 + 3.55 + 3.89}{3} = 3.89$$

$$EPIC \text{ Model} = \frac{3.93 + 4.05 + 4.00 + 3.89}{4} = 3.97$$



**Effective Promotion Measurement based on EPIC Rate**

### 5. Conclusion

Based on the results of research findings that had discussed earlier the suggestions put forward a writer of outsourcing ciater spa resorts subang are A promotion has been effective to the visitors it is hoped can be maintained and enhanced better. However, it needed the evaluation for promotion conducted primarily for advertising or print advertising on such magazines have clearer segmentasinya and reputation majalahnya no impression that the co-branding in certain media but not in accord with segmentasinya. It will burden the promotion is so great but promotional purposes not achieved optimally. To improve its brand positioning ciater spa resorts subang to be known by the society, the author of the marketing strategy for more effective in addition to products and promotion mix is improving the quality of service improved and maximizing the power possessed by a company in order to give the best to visitors. To provide services and And to offer better it is hoped people will more known as well as considering ciater spa resorts as a major tourist destination and to be recommended for the visitors

### References

- [1] A. B. Susanto, Himawan Wijarnako, 2004, Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya, Mizan, Bandung
- [2] Adrian Payne, 1993, the Essence of Service Marketing Pemasaran Jasa, Andi Yogyakarta.
- [3] Armstrong & Kotler. 2004, Dasar-Dasar Pemasaran, PT Indeks, Jakarta.
- [4] Bart J. Bronnenberg and Luc Wathieu (1996) "Asymmetric Promotion Effects and Brand Positioning, MARKETING SCIENCE Vol. 15, No. 4, Fall 1996, pp. 379-394 DOI: 10.1287/mksc.15.4.379 University of Texas at Austin Hong Kong University of Science and Technology.
- [5] Basu, Swastha dan T. Hani Handoko. 1999, Manajemen Pemasaran Analisa Perilaku Konsumen. Edisi Ke-VIII, Liberty, Yogyakarta.

- [6] Carpenter, Gregory S; Glazer, Rashi; Nakamoto, Kent (1994) dalam jurnalnya “Meaningful brands from meaningless differentiation: The dependence on irrelevant”, JMR, Journal Marketing Research, Aug 1994,31,3 page 339
- [7] Fandy Tjiptono, 2000. Manajemen Jasa. Andi, Yogyakarta.
- [8] Hermawan Kertajaya, 2004, Hermawan On Marketing, PT. Gramedia Pustaka Utama, Jakarta
- [9] Husein Umar, 1999. Metode Penelitian Bisnis. Alfabeta, Bandung.
- [10] Iqbal Hasan, 2001, Analisis Data Penelitian Dengan Statistik, Bumi Aksara, Jakarta
- [11] Kotler, Philip. 2002, Manajemen Pemasaran Jilid 1 Edisi Milenium, PT Prenhallindo, Jakarta.
- [12] Kotler, Philip dan Gary Armstrong 2003, Dasar-dasar Pemasaran, Edisi. 9, Jilid 1, PT Indeks Gramedia, Jakarta.
- [13] Rambat Lupiyoadi – A Hamdani, 2009. Manajemen Pemasaran Jasa, Salemba Empat, Jakarta.
- [14] Rangkuti, Freddy, 2003, The Power Of Branding PT Gramedia Pustaka Utama, Jakarta.
- [15] Sally Dibb and Lyndon Simkin, The Strength of Branding and Positioning in Services, International Journal of Service Industry Management. Vol 4 No.1 1993 P.25-36 MCB University Press, 0956.4233.
- [16] Simamora, Henry. 2000. Manajemen Pemasaran Internasional, Jilid 1. Vol 4. Penerbit Salemba, Jakarta.
- [17] Sofjan Assauri, 2002, Manajemen Pemasaran: Dasar, Konsep dan Strategi, Rajawali Pers Jakarta.
- [18] Sudjana, 1992. Metoda Statistik. Tarsito, Bandung.
- [19] Sugiyono, 2003. Metode Penelitian Bisnis. Alfabeta, Bandung.
- [20] Sujan, Mita: Bettman, James R.; the Effects Of Brand Positioning Strategies on Consumers’ B, JMR. Journal of Marketing Research; November 1989; 454-467.
- [21] Sumarni, M dan Soeprihanto, J (2001). Pengantar Bisnis: Dasar-Dasar Ekonomi Perusahaan, Edisi 5, Liberty, Yogyakarta.
- [22] Sunarto, 2003. Manajemen Pemasaran, BPFE UST, Yogyakarta.
- [23] Swasta DH, Basu. 1996, Azas-azaz Marketing, Liberty, Yogyakarta.
- [24] Suyanto M, 2009, Strategi Marketing Top Brand Indonesia, Andi, Yogyakarta.



**Ima Santhika** was awarded with bachelor of nursing in 2006, currently she is a final year master student in Universitas Pendidikan Indonesia Bandung and his research interest is in Marketing Management.

## Author Profile



**Rakhmat Hidayattullah** was awarded with bachelor of management with an honor of marketing in 2010, have experience working in diversified corporation for 15 years and decided to continue his study in 2011, currently he is a final year master student of Universitas Pendidikan Indonesia Bandung and his research interest is Marketing, Management, Business and Finance.



**Sunjaya, Yaya**, Born 23/08/1982. graduate bachelor from Indonesia University of Education, major economic education cooperation, now finishing study magister management in University Education of Indonesia, management bussines study program.