

Marketing Strategy to Increase Brand Awareness and Brand Loyalty on Motogass Garage Brand

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ABSTRACT

The automotive industry is a leading industry that significantly contributes to the national economy. In Indonesia, there are currently 22 industrial companies that produce four-wheeled vehicles or more. In 2021, the automotive sector will also contribute Rp. 99.16 trillion with a production capacity of 2.35 million vehicles per year and 38.39 thousand direct workers. According to Johnny Widodo, CEO of OLX Autos Indonesia, in a survey conducted in 2021, the demand for used cars will increase by around 15% - 20% during the Covid-19 pandemic. Motogass Garage is a brand that sells used vehicle units located in Bandung, Motogass Garage itself was established in 2019 by selling daily cars and hobby cars (which have investment values like classic cars). This research was conducted using a quantitative method to determine what needs to be done to increase consumer brand awareness and loyalty toward Motogass Garage. This study conducted two surveys on 103 respondents and 109 respondents as validation. Then the results that have been obtained are processed using the SPSS data processing application. This research also adopts BMC and VPC for Internal Analysis, Competitor Analysis and Porter's Five Forces for external analysis. For the results of this study, it adopts the AISAS model in describing it.

Keywords: Business Model Canvas, Customer Loyalty, Porter's Five Forces, Used Vehicles.

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I. INTRODUCTION

The automotive industry is one of the staple industries that makes a substantial contribution to the national economy. In Indonesia, there are now 22 industrial enterprises producing four or more wheeled vehicles. By 2021, the automobile sector would have contributed IDR 99.16 trillion in investment, with a total manufacturing capacity of 2.35 million vehicles per year and 38.39 thousand direct jobs.

According to Gumiwang (2021), the country's two- and three-wheeled motorized vehicle sector comprises 26 enterprises. The entire investment amount is Rp. 10.05 trillion, with a manufacturing capacity of 9.53 million units per year and a staff of up to 32 thousand workers. The automobile sector is regarded as playing a significant and strategic role, as evidenced by its inclusion in the Making Indonesia 4.0 strategy, which prioritizes progress in implementing Industry 4.0.

According to the GAIKINDO survey (2021), the car sales target was revised at the beginning of the pandemic, and the rate of decline was 40%, from 1.1 million units to 600 thousand units. Meanwhile, car sales in 2020 were dominated by passenger vehicles, as many as 388,886 units or 73.1%, and the remaining 26.9% or 143,141 units.

According to wholesales statistics provided by Ellen May, Founder and CEO of Emtrade May (2021) in Investing.com, the government has implemented several programs to

enhance productivity, sales, and competitiveness of the national automobile sector owing to the impact of the Covid-19 epidemic. For example, incentives to cut Luxury Goods Sales Tax (PPnBM) for motor cars with engine capacities less than 1500 cubic centimeters (CC), such as sedan and 4x2 driven car categories.

The granting of the Luxury Goods Sales Tax Incentive (PPnBM) will be carried out in stages over nine months, with each stage lasting three months. The luxury goods sales tax (PPnBM) incentive of 100% of the tariff will be given in the first stage, followed by PPnBM at 50% of the rate, which will be given in the second stage, and the PPnBM incentive of 25% of the rate will be given in the third stage. The demand for used cars rose by around 15% - 20% during the pandemic, and this will be an optimistic prediction of the demand for used cars in 2021, as seen from consumer interest in buying cars. Used in Indonesia, private cars are considered the safest transportation during the pandemic. From The results of the Inventure Indonesia survey with the Alvara Research Center (2020) noted that 50.9% of consumers prefer to buy a used car after the Covid-19 pandemic.

Motogass Garage is a used car buying and selling business located in the Setra Asri housing complex, Bandung. Motogass Garage was established in 2019. Motogass garage sells daily cars, such as cars with years over 2000, and hobby cars, such as classic cars from 1990.

Motogass Garage has a segmentation by selling cars over five years old, which can be said to have exceeded the vehicle's productive age limit. However, because there are still many consumers looking for middle class vehicles and above but already have an age of more than five years, Motogass Garage sees an opportunity to target this segment. With the current development of the automotive industry, which is increasingly advancing with various innovations, Motogass Garage, a brand engaged in the automotive sector, wants to make a breakthrough by trading used cars and motorcycles with normal kilometers with a reference of 10,000 per year and of course kilometers whose usage is under 10,000 per year.

Motogass Garage provides the best service with the vehicles in good condition and ready to use. by looking for vehicle units that have minimal damage and, if any, are repaired before reselling. Seeing the condition that there is a lack of quality control on the vehicles that will be sold by several competing used car dealers, Motogass Garage wants to increase brand awareness among customers, so they believe that the condition of the vehicles being sold has a good standard and also if brand awareness from customers is high then loyal customers will increase, sales will automatically also increase.

The issue of trust in used car dealers only occurs in Indonesia because a survey in the UK conducted by RAC Limited (2015) with 1,500 respondents from used car owners in the UK stated that almost all of them even had problems with vehicles purchased from used vehicle dealers. Then more than a third of correspondents said they would return to a different dealer.

From the trust issues that customers of several used car dealers feel, Motogass Garage increase brand awareness and trust from Motogass Garage, that Motogass Garage has suitable standards in choosing used cars and always making repairs and SOP for the vehicle before resale. Motogass Garage can compete with competitors because it always maintains customer trust by providing the best products and through SOPs first. The cars are sold by cleaning in detail the interior, exterior, and engine room of the car and paying attention if any damage is repaired first, which makes customers use it without bothering to fix it.

II. BUSINESS ISSUE AND EXPLORATION

A. Conceptual Framework

This study discusses increasing brand awareness and brand loyalty of Motogass Garage. Begins with increasing brand awareness which then has the results of increasing purchase intention and emotional branding of consumers towards the Motogass Garage brand, after increasing purchase intention and emotional branding, it will automatically affect increasing customer engagement. There will be a sense of love and trust in the Motogass Garage brand. After that, there will be customers who are loyal to the Motogass Garage brand or brand loyalty, namely customers who will buy products from Motogass Garage even though they have to pay more and will repurchase intention when there are many cheaper offers in other markets because customers already believe that the products sold by Motogass Garage are by customer expectations.

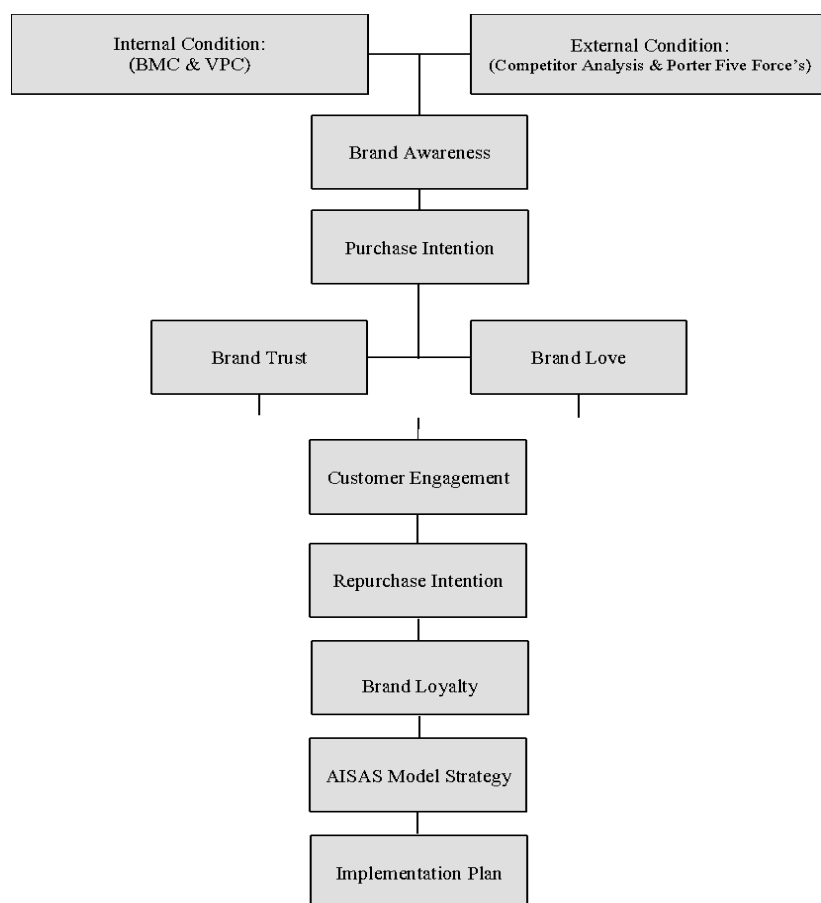


Fig. 1 Conceptual Framework.

B. Research Methodology

This study used a sequential quantitative method approach in its design using a questionnaire sampling. Researchers base their investigations on the premise that gathering the best types of data available provides a more complete understanding of the research topic than quantitative data alone. The study begins with an extensive survey to generalize the results to the public, followed by a qualitative analysis in the second step.

Collected information about internal and external conditions as well as the distribution of surveys conducted to customers and potential customers of Motogass Garage regarding their name, income background, age, gender, and occupation as well as their perspective on the choice of buying a used car. The value provided by Motogass Garage, whether acceptable or not, includes the range of stock prices of vehicles owned by Motogass Garage and how customers believe that Motogass Garage meets their demand for used vehicles.

Data collection comes from two surveys conducted. The first survey discussed brand awareness, purchase intention, brand trust, and brand love of the Motogass Garage brand, and then the second validated survey discussed customer engagement, repurchase intentions, and brand loyalty to the Motogass Garage brand in order to find out what factors can meet customer needs and improve awareness, sales and customer loyalty to Motogass Garage.

According to Sugiyono (2011), the Likert scale is used to assess a person's or group's attitudes, views, and perceptions of social phenomena. The reply must describe, support the assertion (positively), or not support the statement for each response choice given a score (negative).

TABLE I: SKALA LIKERT

Answer	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

The two survey questionnaires were distributed using the Likert scale technique 1 - 5. After obtaining the results of the two questionnaires, the data were processed using SPSS from the results of the Likert scale 1 - 5, which were distributed. After getting the results of the processing, internal and external analysis is then carried out as well as solutions with efficiency from the survey results processed with SPSS which will be explained descriptively in chapters two and three.

This study consists of 7 variables, the number of samples is $7 \times 10 = 70$ respondents. There is also a formula that supports the number of respondents in this study using the slovin formula. Mathematically, the slovin formula is written as (1).

$$\eta = \frac{N}{1+(N \times e^2)} \tag{1}$$

The population of respondents is quite large, taken from the number of Instagram followers of Motogass Garage in April 2022 of 1600 people. The population is known to be large enough, so the researcher will use an error rate of 10%.

This was done due to limitations in terms of available resources, time and manpower. Then the calculation in determining the size of the number of samples using (1).

$$\eta = \frac{1600}{1 + (1600 \times (0.1)^2)}$$

$$\eta = 94,11$$

Based on the results of the respondent's calculation (1) also the theory of Roscoe, the sample taken as this study used a 90% confidence level and an error rate of 10% for 100 respondents.

C. Validity and Reliability Test

The degree of validity or the validity of a research instrument is measured by validity. A valid instrument is one that can measure what is to be measured or desired. A valid instrument is one that can reveal the data of the variables being studied.

TABLE II: DISTRIBUTION OF R TABLE VALUES

N	Level of Significant	
	5%	1%
90	0.205	0.267
100	0.195	0.254
125	0.172	0.223

The questionnaire distributed can be said to be valid when the r count exceeds 0.195 because the number of respondents is around 100 people. After doing the analysis, the questionnaire distributed to the Motogass Garage respondents was declared valid because the calculated R value exceeded the R table value of 0.195. The variables in the first questionnaire are Brand Awareness, Purchase Intention, Brand Trust and Brand Love, while the second validation questionnaire is related to the variables Customer Engagement, Repurchase Intention, and Brand Loyalty.

The reliability test employed in this study was Coefficient Alpha (Cronbach Alpha) with the assistance of SPSS 26. According to Johnson, internal consistency, also known as Cronbach's alpha, is the consistency with which the items in a test assess a single concept (2004). According to Sujarweni (2014), the reliability test can simultaneously be performed on each item or question in the study questionnaire.

TABLE III: RATING SCALE INSTRUMENT QUALITY CRITERIA

Item Measurement Reability	
Poor	< 0.67
Fair	0.67 - 0.80
Good	0.81 - 0.90
Very Good	0.91 - 0.94
Excellent	> 0.94

Based on the rating scale instrument quality criteria, each item is determined to be reliable when it has a value of more than > 0.67, the results of calculations that have been carried out using SPSS 26 regarding the reliability of the Questionnaire Brand Awareness, Purchase Intention, Brand Trust, Brand Love are as follows:

TABLE IV: RELIABILITY TEST OF QUESTIONNAIRE 1

Variable	Conbranch's Alpha	N of Items
Brand Awareness	0.924	5
Purchase Intention	0.721	4
Brand Trust	0.909	4
Brand Love	0.912t	6

The second questionnaire was carried out to validate the statements of the respondents in the first questionnaire. In this case, the aim is also to see whether the actual situation is true in accordance with the statement given by the respondent, and also to see the respondents' views deeper into their attachment to the Motogass Garage Brand.

TABLE V: RELIABILITY TEST OF QUESTIONNAIRE 2

Variable	Conbranch's Alpha	N of Items
Customer Engagement	0.796	8
Repurchase Intention	0.728	5
Brand Loyalty	0.716	4

D. Internal and External Conditions

1) Internal conditions

The Value Proposition Canvas is a tool that can make value propositions visible, tangible, and easier to discuss and implement (Osterwalder *et al.*, 2014). It describes customer problems, solutions to those problems, and value from a customer perspective (Chesbrough & Rosenbloom, 2002). The value proposition canvas is a part of the business model canvas, which explains how a company can create value for its customers.

In Motogass garage, the customers that are often encountered are customers who are active and emotional jobs, because buying a vehicle is aimed at meeting the daily needs of the customer and also the emotionality of the customer himself, who may think more about the preference of the type or type of a vehicle than its function. According to Kotler and Keller (2007, p. 6), marketing is a social process by which individuals and groups obtain what they need and want by creating, offering and freely exchanging products of value with other parties. Meanwhile, according to the American

Marketing Association (AMA) quoted by Anoraga (2000: 215), marketing is the process of planning and executing plans for pricing, promotion, and distribution of ideas, goods, and services to create satisfying exchanges. Individual and organizational goals.

Part of the customer pain is seeing the negative side associated with consumer behavior. For example, the things consumers do not like about the products they sell to the risks they can get. The reason of the discussion above, Motogass Garage can sell higher vehicle units for logical reasons too, because all units sold are completely ready to use, with standardization of repairs in the engine, legs, exterior, and interior sectors as well as thorough detailing so that the vehicle is clean and shiny This can be supported by the results of the Motogass garage questionnaire as follows which explains the problem solving of used car customers.

Point five gets the highest score, namely 55.3%, which has been explained in the vehicle specification questionnaire starting from the price range, then interior, exterior, and engine conditions according to what was described in the previous point, the customer very agrees and intend to buy a vehicle at Motogass Garage with this standard. Because the condition of the vehicle has been confirmed to be prime and ready to use, Motogass Garage will only sell vehicles with conditions that have been prepared, and there are still things that need to be repaired.

The value is that it can save the customer time to repair and detail the cleanliness of the vehicle that the customer purchased, not to mention if the customer needs clarification about having to repair it. Where and exposed to the mode of fraud by irresponsible workshops, which can result in increasingly expensive costs incurred by the customer.

It takes time to do this. Then Motogass Garage provides consultations to customers after buying a vehicle about how to maintain a vehicle properly and provides references and recommendations for which workshops are excellent and reliable to meet the vehicle needs of Motogass Garage customers.

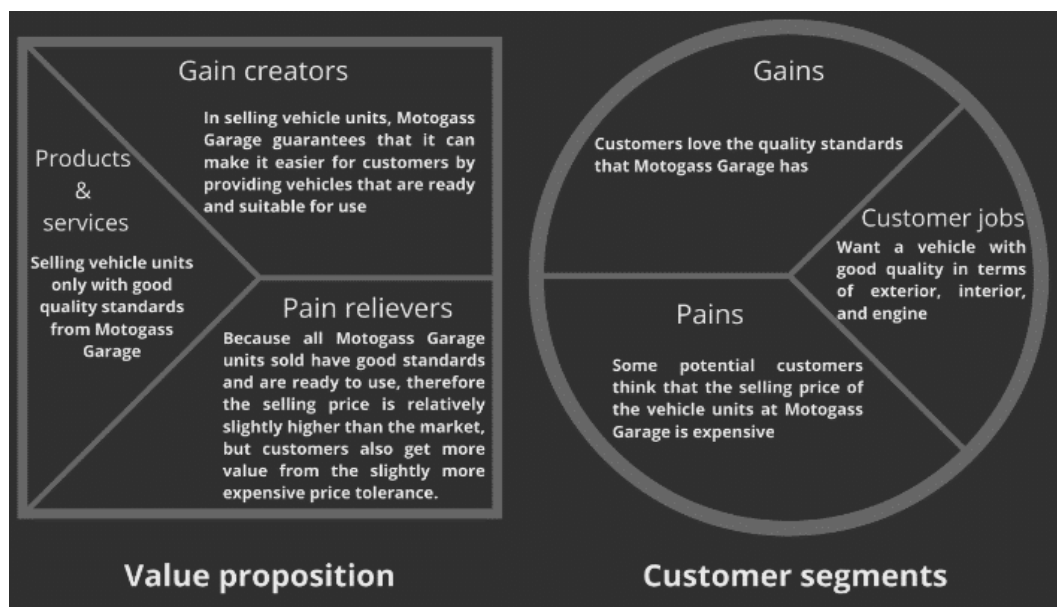


Fig. 2. Value Proposition Canvas of Motogass Garage.

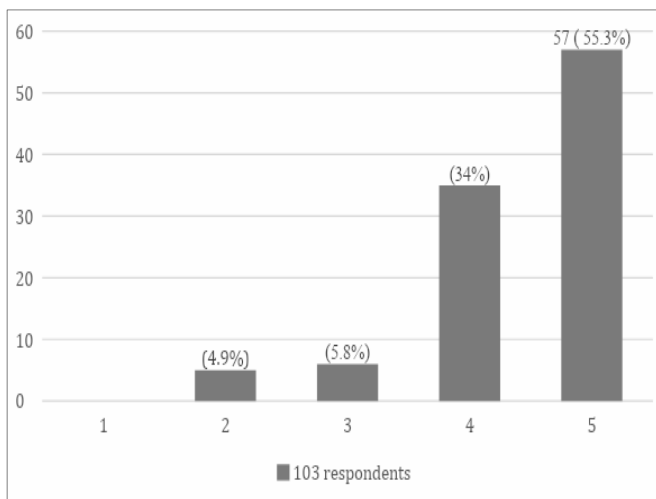


Fig. 3. Customer Think buying used car from Motogass Garage

The range of selling prices for vehicles from Motogass Garage most customers choose are points four and five, which get the most significant value, namely 37.9% and 38.8%. It can be concluded that some customers didn't have a problem with different slightly prices that more expensive than the market because the customer will also get what the customer has paid for, such as guaranteed good quality, ensured that the vehicle did not have a history of being hit and fatally hit, ensured that the authenticity of kilometers is guaranteed. The interior, exterior, and engine conditions are maintained very well and usable.

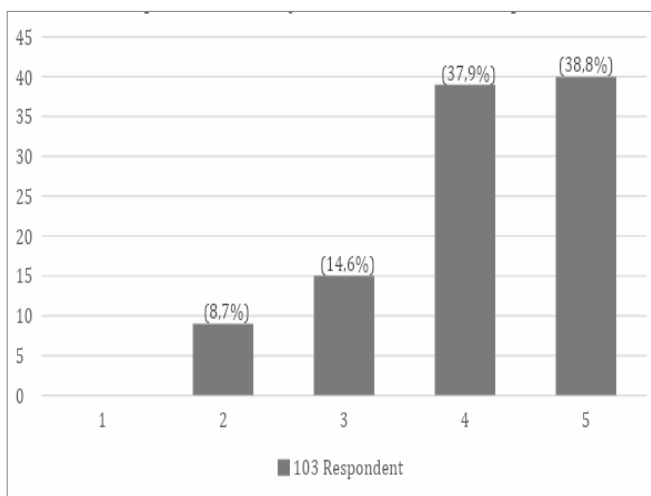


Fig. 4. Possibility to buy a vehicle in Motogass Garage by price.

Osterwalder and Pigneur (2012) explained that the Business Model Canvas consists of nine business building blocks. This building block contains a critical section describing how an organization creates benefits and benefits from its customers. Units in the Business Model Canvas include Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. Benefits of Business Model Canvas can describe, analyze, and design creatively and innovatively to shape, convey, and capture market dimensions and drive demand by innovating a value.

Motogass Garage customer segment can be segmented because not all customers know low-mileage vehicle units at a slightly higher price than the average market. The average

car does experience depreciation of around 15-25% per year, which usually takes place within five years since you first bought the car. Compared to buying a new vehicle, the customer considers buying a used car more than five years old because, after more than that, the price decline will not be significant anymore. By purchasing a used car, then buying a used car at the Motogass Garage, customers can get a vehicle that is still good at a low price.

Value Proposition of Motogass Garage provides a guarantee that the vehicle units sold are free from incidents of collisions and floods that can damage the vehicle and gives warranties to the cars sold because repairs have been made to the exterior, interior, engine, and undercarriage sectors. The last one is to have a standard of cleanliness because detailing has been carried out on the parts—exterior, interior, and engine. According to Porter (2008) if a company wants to increase its business in an increasingly fierce competition, the company must choose the principle of doing business, namely products with high prices or products with low costs, not both.

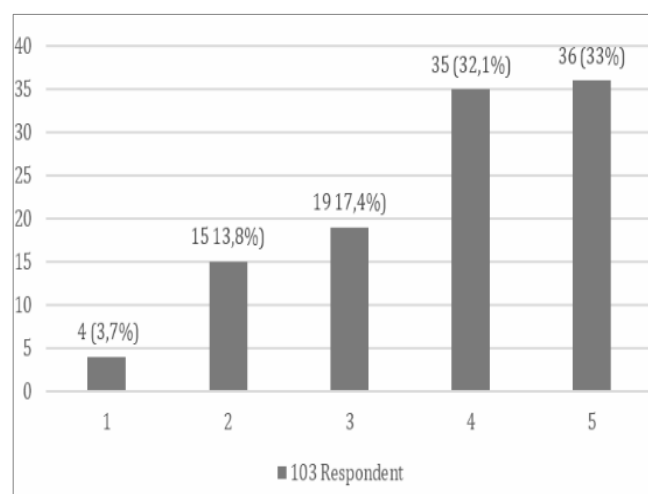


Fig. 5. Customer bought and used vehicle from MOTogass Garage because it that's their best choice.

According to Osterwalder and Pigneur (2012), channels are classified as direct or indirect, as well as own or partner channels. Own channels, such as in-house sales and websites. While the indirect route, such as retail, belongs to itself. Partner channels are indirect, allowing organizations to broaden their reach and capitalize on partner capabilities. Motogass Garage's channels are organized into two categories, it's owned channel from online platform (Instagram, Youtube, Tiktok, and OLX), and partner channels (fellow showroom).

Customer relationship is a type of relationship that companies build with specific customer segments (Osterwalder & Pigneur, 2012). Based on the period, the Motogass Garage Company uses personal assistance, a relationship established with the customer for a sustainable period after making a vehicle purchase, including providing service when the customer asks for information regarding problems or other conditions.

The Revenue Stream is the flow of funds owned by the company and managed to get a higher income. Motogass Garage has the primary transaction revenue from each vehicle unit sold and acts as a broker or intermediary between other showrooms and customers. There are two types of revenue

streams as types of revenue, namely transactional and also recurring. The revenue stream owned by Motogass Garage is also called operational revenue, namely income derived from the sale of products or services.

Key Resources enable organizations to carry out activities to offer added value, reach markets, maintain relationships with customer segments, and make money. Physical, intellectual, human, and financial resources are all examples of crucial resources. Motogass Garage has numerous sources, including assets, human resources, and showrooms. The primary resources owned by Motogass Garage support the flow of funding sources and build customer trust in the brand and the quality of the products provided.

Key activities are all actions connected to business productivity related to a product, where the main activity is to produce a value proposition (Osterwalder, 2012). In Motogass Garage Key Activities, the most important thing is selling vehicle units to customers, then making preparations for repairing vehicle units before being sold in the exterior sector. The preparation process is repairing and repainting, replacing damaged parts in the engine, undercarriage, exterior, and interior sectors. Also, Motogass Garage carries out thorough cleaning detailing in the interior, exterior, and engine sectors, then do photo shoots and video shoots for units ready to be sold.

According to Osterwalder and Pigneur (2012), an essential partnership is a cooperation agreement between two or more companies to complete specific projects together, specifically by coordinating the capabilities, resources, or activities needed. For Motogass Garage this key partner is very important and Motogass Garage itself has several partners in running this business, namely workshop partners or workshops consisting of several divisions, it's Body Repair Workshop, Interior Workshop, Machine Workshop, Undercarriage Workshop, Broker, Showroom Partner, Credit Leasing.

Cost Structure is a cost that pertains to the manufacturing process or the preparation for selling marketed items. Fixed costs and variable costs might exist in the Cost Structure. *Fixed costs* are expenses that stay constant regardless of the quantity of output that the organization creates. In contrast, variable costs are more flexible and can fluctuate according to conditions and demands. For Motogass Garage, there are two Cost Structure, Capital Expenditure for buying a vehicle, salary and profit for the investor, and Operating Expenditure for the Repair of vehicle unit before the sale, vehicle detailing before sale, operational cost, broker fees, and maintenance cost and operational vehicle taxes.

2) External conditions

Competitor analysis is an activity performed to define a company's strengths, weaknesses, opportunities, and dangers based on its interaction with rivals in a market. According to Oman (2015), competition analysis is required so businesses can completely understand their competitors and decide the best marketing approach to combat them. Used car showrooms in Indonesia are quiet, ranging from those selling luxury and sports cars to those selling LCGC cars. Motogass Garage is in the middle market because it sells cars in a price range of Rp. 100,000,000 to Rp. 450,000,000. Motogass

Garage has competitors with some similarities in price range, year range, and type of car.

The following analysis uses the Competitive Profile Matrix (CPM) to better understand the rating rate of competitor companies. This matrix identifies the company's main competitors and compares them using industry determinants of success (David & Forest, 2015). Each critical success factor should be assigned a weight from 0.0 (less important) to 1.0 (very important). The number indicates how important the factor is to success in this industry, and the sum of all weights should equal 1.0. Then there is the ranking indicator. The ranking in the CPM refers to how well the company is doing in each area. They range from 4 to 1, where 4 stands for major strength, 3 – for minor strength, 2 – for minor weakness, and 1 – for major weakness. Ratings and weights are assigned subjectively to each company, but the process can be done more efficiently through comparison. Benchmarking reveals how well companies do compare to one another or the industry average.

TABLE VI: BENCHMARKING WITH COMPETITORS (A)

Critical Success Factor	Weight	A	Score	B	Score	C	Score
Market Share	0.19	3	0.57	3	0.57	3	0.57
Product Quality	0.3	3	0.9	3	0.9	3	0.9
Social Media Management	0.18	2	0.54	3	0.54	2	0.36
Price Competitiveness	0.17	3	0.51	3	0.51	3	0.51
Company Location	0.16	3	0.48	3	0.48	3	0.48
TOTAL	1	-	2.82	-	3	-	2.82

TABLE VII: BENCHMARKING WITH COMPETITORS (B)

Critical Success Factor	Weight	D	Score	E	Score
Market Share	0.19	3	0.57	4	0.76
Product Quality	0.3	3	0.9	4	1.2
Social Media Management	0.18	3	0.54	4	0.36
Price Competitiveness	0.17	2	0.34	4	0.34
Company Location	0.16	2	0.32	3	0.48
TOTAL	1	-	2.67	-	3

Competitors named Company A, B, C, D, and E. Comparing the total scores obtained from each brand shows similar results, but company E, located in Jakarta, obtained the most significant score. Have excellent product quality, excellent social media management, and a market share that is on target. In this case, this point is a strong foundation for the company's development, so Motogass Garage must be able to continue to improve this strength. Motogass has one of its strengths also in the production department. Motogass Garage is very concerned about the quality of the vehicles that will be sold to customers, and it has been determined that the SOP for checking vehicles before selling must be detailed, starting with the engine, and the physical condition of the car frame.

E. Porter Five's Forces

Porter's Five Forces is a method for analyzing corporate competitiveness. Industrial organizations are interested in determining the five forces that define the competitive intensity and hence the attractiveness of an industry in terms

of profitability. An unappealing industry is one in which the impacts of these five factors impair overall profitability. overall business in the automotive sector, especially trading used cars, is indeed divided into several target market sectors, the first of which is selling vehicle units with a fast-moving system that have mediocre quality and are not concerned with kilometers but at a lower price.

For those with the same market segmentation as Motogass Garage to compete with Motogass Garage apart from providing good quality vehicle units, content is always created on social media about units sold on reels. Instagram feeds, then a question-and-answer session about the automotive industry, and occasionally, Motogass Garage held a quiz with prizes on the Motogass Garage Instagram story. On the Tiktok account, Motogass Garage always creates video content to increase engagement on social media accounts and increase interest and sales on Motogass Garage.

Brand Awareness

Brand awareness refers to a brand's ability to emerge in customers' minds when they think about a certain product category and how readily the name appears. Brand recognition is a critical component of brand equity. A brand only has equity in the eyes of the client if customers are aware of its presence. Gaining brand awareness is a big issue for new companies. Every brand faces the challenge of maintaining a high level of brand awareness.

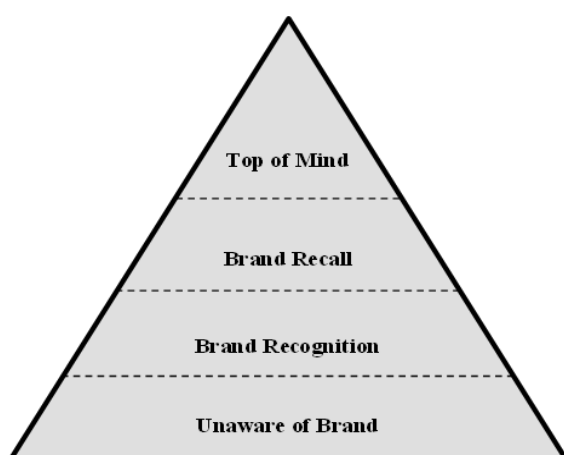


Fig. 6. Brand Awareness

Related to the composition of the survey, which is about general things in Motogass garage, namely, getting information about the Motogass Garage brand from where, when, where have you ever received an advertisement posted by Motogass Garage, to what extent do you know about Motogass Garage. Therefore, so that the information obtained is valid and on target, the customers will be distributed to Instagram followers randomly to find out general things about Motogass Garage.

Motogass Garage advertises at least once a week, customers are aware of the Motogass Garage Brand. The results of the advertisements posted and also the dissemination of word-to-mouth information from buyers showed that 40 people or 38.8% heard quite often about Motogass Garage and 19.4% heard very often about the Motogass Garage Brand, while 5 people also stated that they had never heard of the Brand. Motogass Garage before.

In Purchase Intention, it is closely related to the value proposition canvas from Motogass Garage, whether the value

provided can provide satisfaction to Motogass Garage customers, and whether the value proposition canvas is in accordance with what the customer wants. And it can be concluded that if the customer is satisfied with the value provided by Motogass Garage, it will be related to increased purchasing power and if the value provided is still not satisfactory for the customer, what considerations must be considered.

Brand trust is defined as the customer's desire to rely on a brand with risks to be faced because expectations of the brand will lead to positive results (Lau & Lee, 2012). In this brand trust is the expectation of the results of content and advertisements created by Motogass Garage, which will make customers believe that it turns out that Motogass Garage really provides for their needs, According to Brata *et al.* (2017), product quality, price, marketing, and location affected customer purchase choices.

According to Carroll and Ahuvia (2006), the definition of brand love is an emotional passion for customer satisfaction towards a particular brand. Brand love can be associated with all product categories, both hedonic product categories, Hitech product categories (high technology), and other product categories. Motogass Garage that made customers feel satisfied. In terms of quality, service, SOP and value provided by the Motogass Garage brand with the calculation results of 103 respondents, 43.7% of customer stated that they were happy with what they received from Motogass Garage. Then customers who like the Motogass Garage brand from the value and services provided get four points with a percentage of 40.8%, that interest in Motogass Garage also gets five points, namely strongly agreeing with a percentage of 37.9%.

III. BUSINESS SOLUTION

Based on the analysis that has been done previously using internal and external analysis and survey data processing, Motogass Garage needs to improve the operational side and the factors that support brand loyalty. In the operational section, based on the results of internal analysis using VPC and BMC surgery, the availability of goods needs to be increased due to financial constraints and also the criteria for used vehicles, while on the external side, it is brokers who like to increase prices and also workshop partners.

Repurchase Intention, according to Peter and Olson (2016) is a purchase activity that is carried out more than once or several times. The satisfaction that a consumer gets can be encouraged by someone to make a repeat purchase, to be loyal to the product, or to be loyal to where he bought the item so that consumers can tell good things to others. According to Kotler and Armstrong (2015). In the repurchase intention section, from the survey results, it can be seen that Motogass Garage customers who have the desire and need to buy the vehicle products being sold.

In addition, Motogass Garage must be able to compete with competitors by increasing customer engagement related to survey analysis on 3 factors, which are correlated with customer engagement, brand awareness and purchase intention. In this case, the researcher uses the Emotional Branding Framework to approach the improvement of internal, external, and customer engagement factors, which

are also related to the strategies used to make customers want to repurchase intentions and their willingness to pay more.

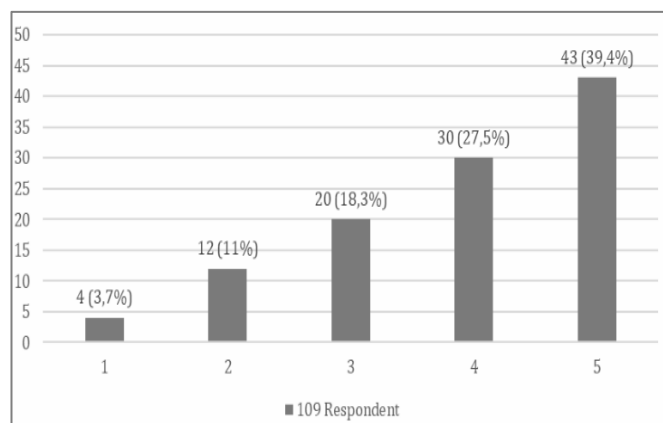


Fig. 7. Customer would not change to another showroom brand.

According to Sunyoto (2015, p. 141), brand loyalty is interpreted as a consumer's positive attitude towards a brand, consumers have a solid desire to repurchase the same brand in the present and future. Brand loyalty can be divided into two aspects, attitude loyalty (such as commitment) and behavioral loyalty (like buying a brand). A journal by Chengchen *et al.* (2020, p. 788) explained that brand loyalty is the focus of marketing research. Brand loyalty is a consumer's commitment to continue to buy selected products or services in the future.

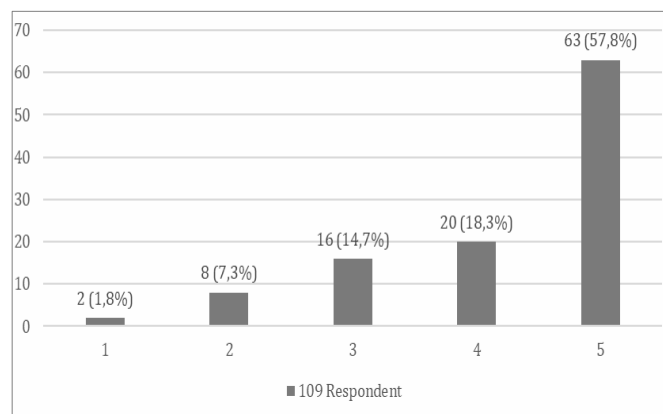


Fig. 8. customer would not switch to another brand, even found a problem.

There are several levels of brand loyalty. The levels of brand loyalty include the following (Duriyanto, 2001), the first is the most basic level of loyalty, namely switchers (consumers who like to move around), at this level, people consider any brand sufficient and play just a little part in the purchasing choice. The most noticeable feature of this sort of consumer is that they purchase a product because it is inexpensive. The frequent buyer is the second level. Buyers with this level of loyalty are content with the brand they consume or do not feel unhappy while consuming the brand. At this level, there need to be more reasons to buy another product or switch brands, mainly if the switch necessitates extra effort, money, or other sacrifices.

The third level is satisfied buyers (satisfied buyers). At this level, consumers or brand buyers fall into the satisfied category when they consume the brand. However, they can switch their purchases to another brand by incurring the switching costs associated with the time, money, or

performance risks inherent in switching brands. The fourth is likes the brand (consumers who like the brand).

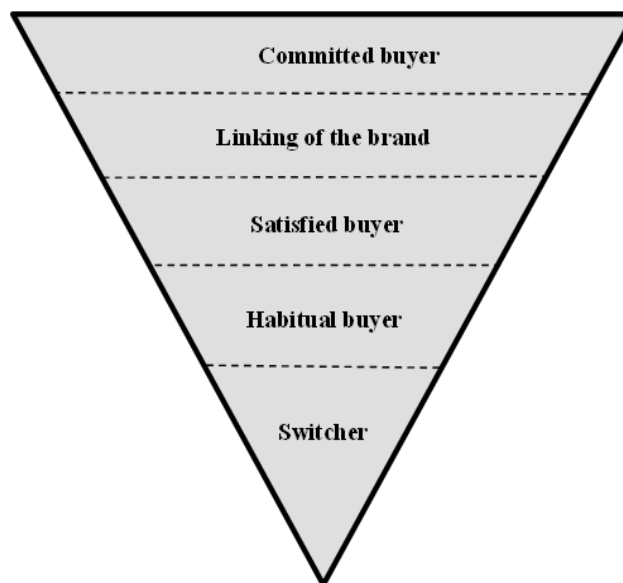


Fig. 9. Brand Awareness.

Consumers who fall into this loyalty category are consumers who like the brand. At this level, there are emotional feelings associated with the brand.

A. AISAS (Attention, Interest, Search, Action, and Share)

Customers will search more extensively for high-involvement goods than low-involvement items during the decision-making process. Dentsu presents the AISAS marketing communication model as a result of technological advancements (Sugiyama & Andree, 2011). AISAS, according to Sugiyama and Andree (2011), is a model established to successfully connect the target audience by examining behavioral changes that occur, particularly in the setting of advances in internet technology.

However, in the Internet era, everyone has easy access to information, resulting in a tremendous rise in “active contact with information”, which implies that when customers are interested in a product, service, or promotion, they are eager to study deeper and share it with others. More fascinating information they discover Aside from the flow of information from firms (senders) to customers (recipients), two unique consumer actions, namely information collecting and sharing, have emerged as key factors in purchase decisions.

To find more information, most consumers use search engines such as Google or YouTube. Armed with the knowledge gained. Search engine marketing may help improve website visitors. A high volume of visitors, according to Ellsworth, is one indicator of a website's success. Advertisers have utilized search engines to market their products; the use of search engines as an online advertising medium is known as the Advertising keyword, which was initially offered by Google in 2002 under the name Google Adwords.

Online advertising using Google Adwords, often known as Ads keywords, has been a popular option for advertisers since it allows customers to easily acquire information. that is:

- a. Looking for Product Reviews Online
- b. Contact Service Center

TABLE VIII: AISAS STRATEGY

	Strategy	Target	Media
Attention	Advertisement	Increase converts to follow Convert to Direct Message	Instagram
Interest	Daily Social Media Activity	Increasing enthusiast followers of Motogass Garage	OLX
Search	Stock Units and Advertisement	Increase followers from a different customer background	
Action	After Sales Services	Expanding the reach of Motogass Garage Brand Increasing customer trust, present a good and convincing first impression pf Motoegass Garage	TikTok
Share	Honest review Customer	Increasing the customer's sense of secure towards Motogass Garage to make repeat purchases	Instagram Tiktok WOM Certain community forums

The content created by Motogass garage on Instagram social media is in the form of post feeds and insta-stories which contain how the units sold are explained in detail from the type of vehicle brand, type, and specs, as well as the advantages and disadvantages of the unit, then for several vehicle units according to Motogass Garage that is appropriate and suitable for simple modifications, modifications will be made, for example in the wheels, tires, and body kit sectors.

Instagram post feed, are to create content for vehicle units that have been sold with customers who buy them to increase customer trust in Motogass Garage, then provide a 1-week warranty after the unit is sold for non-human error damage such as damage in terms of machinery and electrical, then make a storytelling about the condition of the vehicle unit being sold, such as where did the unit come from, how was the care from the previous owner and the unit will have more value if it is obtained in a very well maintained condition directly from the first owner of the unit it came out of the dealer.

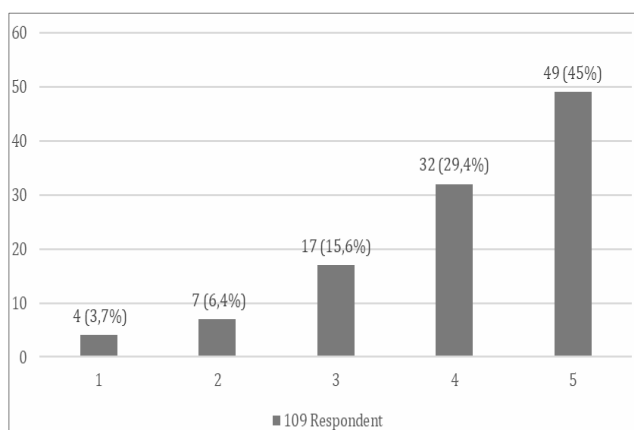


Fig. 10. Customers consider to be loyal to Motogass Garage.

Share in the result obtained after consumers have experienced all of their interaction experiences with the product, they will share their experiences with others either via email, chat, blogs, emails, online forums, and others. So that good or bad experiences will easily spread to many people. The goal of this phase is to encourage consumers to submit high-quality information about the product. If the information acquired is sufficient and captures consumer attention, customers will share their experiences with a

product with people around them, resulting in word of mouth, as well as debates about this information on social media and in person. Word-of-mouth marketing is a decades-old marketing approach that has been demonstrated to be beneficial in the commercial sector, and the signs contained in shares are:

- a. Provision of product information on social media
- b. Giving testimonials on social media

Customers are willing to recommend Motogass Garage to their friends or relatives, this is a fact that there are already customers like this, but there are still many customers who are not willing to even still not believe in the quality of the vehicles being sold by Motogass Garage, therefore, as discussed in the previous paragraph, Motogass Garage still has to improve WOM and a good impression on customers so that customers are willing to give good feedback to their friends and that is very influential on the name Motogass Garage which is increasingly well known and of course, the seller also contributes to being better.

IV. CONCLUSION

Based on the results of the research that has been carried out regarding the level of awareness and customer loyalty towards Motogass Garage, it is concluded that there is still a need to make improvements in increasing the number of customer loyalty starting from increasing Motogass Garage brand awareness towards the wider community.

- i. The Motogass Garage brand is still at the brand recognition level, several other customers have come to Motogass Garage more than twice, Advertisements can be distributed via Instagram and OLX regularly, and the content created varies, not only in photos but also in the form of videos.
- ii. Motogass Garage currently still has to develop many concept ideas for social media platforms as mentioned in the previous chapter to attract the interest of Motogass Garage customers.
- iii. Motogass Garage creating daily content in the form of interactions on social media platforms, to increase the number of searches for Motogass Garage it can also occasionally provide several units of hobby vehicles that are sold to a smaller target market.
- iv. Based on the results of the analysis, most Motogass

Garage customers are very concerned about the condition of the vehicle units they are about to buy, so to increase the number of actions for repurchasing by customers, Motogass Garage can provide service, after sales services in the form of consultation or discussion regarding the condition of the vehicle after it is sold.

- v. Motogass Garage must be able to compete with several competitors who are mainly in the area around Bandung area, so Motogass Garage must maintain its trust in the brand so that later customers will automatically disseminate information about the brand to their community.

Based on the data analysis that has been done, implementation is to increase customer awareness and loyalty. This can indirectly increase the level of sales of the Motogass Garage brand, not only with the plans that have been planned, but it will also affect the development of the Motogass Garage social media. The planning includes Instagram Advertisement, OLX Advertisement, Customer Servicem Informatif, Customer Needs, After Sales Services, Testimonial and WOM, and Content Marketing, the timeline for implementing the plan that will be carried out by Motogass Garage for the next 6 months, from December 2022 to May 2023.

The activities are from creating regular content in the form of photos and videos on social media to making stock of vehicles at Motogass Garage with different segments, namely selling vehicles that have value or collectible items. These activities are carried out regularly every month based on the timeline that has been made to get optimal results. Implementation is planned for the first period in 6 months. KPIs have determined all plans to become supporters and indicators of the success of the implemented strategy. That way, all plans will be more structured and what will be done in future.

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