Increasing Brand Awareness and Intention to Use Delivery Service Application-Based : Study Case on Posaja Application

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ABSTRACT : *The use of smartphone continuous to increase as the reach of internet is getting wider and affect customer behavior which wants something instant and fast. Responding to this, PT Pos Indonesia one of the SOEs engage in courier services created an application and website called Qposin on March 1st, 2020 and got 118,644 downloaders but still did not met company's target which is 1M within a year. On August 17th, 2021, it change the name with PosAja to make it easier to get positioning on customer's mind and improve the features, but the annual target of downloader was only reached 25.69%. Therefore, PosAja needs to develop marketing strategy to increase brand awareness and attract new potential users to use PosAja. This study aims to analyse external analysis using PESTLE, Porter Five's Forces, competitor analysis,and consumer analysis by distribute questionnaires and processed by using SPSS software with Structural Equation Model to measure the correlation between variables. While the internal analysis using RBV analysis, VRIO, Marketing Mix 7P and STP analysis, both analysis will be used for SWOT analysis. The SWOT analysis will be formulated into TOWS Matrix to find alternatives marketing strategies to increase brand awareness and intention to use PosAja.*

KEYWORDS- *Pos Aja, Marketing Strategy, Brand Awareness, Intention to Use, Application-based delivery.*

I. INTRODUCTION

Today, the rapid development of technology has brought the world into the era of the industrial revolution 4.0. Industry 4.0 is driven by the Internet of Things, Big Data, Artificial Intelligence, and the Cloud, which is growing and continues to have a significant impact on the global economy. Indonesia has 212.35 million internet users, which continues to increase every year. It is continuous with Indonesia's commitment to accelerate the digital industry 4.0, as stated in the "Making Indonesia 4.0" Roadmap, which is one of the strategic steps to digital transformation. It had a significant impact in 2021, there are 345.3 million people connected to cellular connections and an increase of 1.2% or 4 million people from the previous year. There are 202.6 million internet users and a rise of 15.5% or 27 million people from the prior year. One of the factors supporting the increase in internet users is the covid-19 pandemic that occurred in Indonesia and throughout the world in March 2020.

Digital transformation, business model innovation, and the COVID-19 pandemic have fundamentally changed consumer expectations and behaviour, namely the shift in consumer shopping activities during the pandemic to online shopping through e-commerce. The growth of e-commerce business in Indonesia is currently experiencing very rapid growth; even consumers have made e-commerce a lifestyle. With an increase of 20% per year, the contribution of e-commerce is expected to reach 7% – 8% or worth the US $ 14.47 billion in 2021, or an increase of 2.08 times. The rapid development of e-commerce provides new challenges and opportunities for retailers. The tendency of consumers to choose to use online purchase transactions encourages the entry of micro, small and medium enterprises to compete in the e-commerce market. Seeing this opportunity, several courier and logistics service companies in Indonesia are digitizing in distributing their services. One of the couriers and logistics companies in Indonesia that is currently digitizing is PT Pos Indonesia (Persero), a pioneer of shipping services in Indonesia that has created an application called "PosAja".

PosAja provides goods delivery services or commonly called application-based couriers and logistics. Courier and logistics service providers in Indonesia have several top-of-mind brands based on the brand index (TBI). The first position was occupied by JNE (MyJNE) with 27.3%, followed by J&T (J&T Express) with 21.3%, Tiki (TIKI) with 10.8%, Pos Indonesia (PosAja) with 7.7%, and DHL (DHL Express Mobile) 4.1% (Top Brand Index, 2020) [1]. In addition, the courier and logistics industry in Indonesia has also begun to carry out digital transformation to provide application-based services for consumers. Based on this market analysis, it can be concluded that the PosAja application has entered the red ocean market, where many competitors with similar business models have started to carry out digital transformation by creating courier and logistics applications.

Since its launched the annual target was only reached 25.69 % ofthe target that has been set which is 1.000.000 users within a year. It shows that the brand awareness and intention to use PosAja are still low

compare to competitors. In order to achieve its Number of Account (downloader), the company need to develop business and marketing strategies to increase its brand awareness and attract new potential users.

II. LITERATURE REVIEW

PosAja was launched on August 17th ,2022, its counted as low number of downloader compares to competitors. In order to know the position of potential customers, we have to measuring the Brand Awareness which consist of several level; unaware of brand, brand recognition, brand recall and top of mind brand. In order to create brand awareness, we must measure consumer experience about the brand such as hearing, seeing, thinking how strong they remember about the brand.The brand elements such as advertising, sales promotion brand name and brand logo can affect customer experience and knowledge about the product. Brand awareness moving from not being aware of the brand to an indeterminate feeling that the brand exists, from brand recall, to a belief that the product is exclusively the one in its products category [2]. In this study to measure brand awareness there are several indicator, brand logo and brand name, advertising and sales promotion provide by PosAja.

Lack of brand awareness, the intention to use PosAja also still relative low. According to (Davis 1989) there are several factors which will influence people to use products; Perceived Usefulness as the degree to which an individual believes using technology would enhance his or her performance. While Perceived Ease to Use is the degree to which an individual believes that using a particular system would be free physical and mental effort[3]. Based on Technology Acceptance Model(TAM), Perceived usefulness and. Perceived Easy to Use is the main factors that can influence intention to use. Furthermore, Perceiver of Security and Rewards also can influence the intention to use. According to several literature, there are four factors that can influence intention to use an application; perceived of usefulness, perceived easy to use, perceived of security and rewards.[4]

This study disscuss about how to create the most suitable business strategy for company. In this case we cannot just look at the brand awareness and intention to use factors, the STP analysis is also under consideration because this application were just launched and still did not met company's number of account target that has been set by the company. In other words, it helps company to choose their specific target market by looking at the customer profile to clarify the understanding of the customer and create persona buyer to reach best positioning in customer's mind.

III. INDENTATIONS AND EQUATIONS

This study using a mixed-methods approach, the qualitative and quantitative data will be collected and analyzed in parallel or sequential phases. Qualitative data were collected to analyze the Segmentation, Targeting and Positioning and measuring the brand awareness. Meanwhile, quantitative data were collected to analyze the factors that has significant correlation towards brand awareness and intention to use the application. The quantitative carried out using Structural Equation Modelling (SEM) using SPSS. The results of both analysis can be combine in order to find the best business strategy to increase brand awareness and intention to use.

IV. FIGURES AND TABLES

According to the survey conducted by authors, the questionnaires was distributed to 200 respondents with unknown population. The limitation of respondents are people who domicile in Jakarta and Bandung and have used delivery service application. The authors was distributed the questionnaires to 239 respondents. The questionnaires using likert scale with interval of 1 to 5 (strongly disagree- strongly agree).

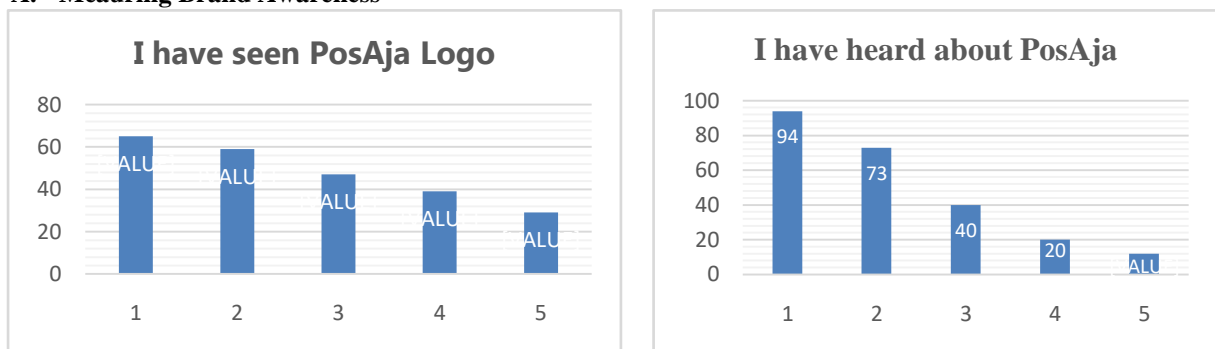### A. Meauring Brand Awareness

Figure 1. PosAja Brand Recognition

The author asked the respondents with two statements "I have seen PosAja logo before" and "I have heard about PosAja". Based on the results of Fig. 1, the result from the first statement is 51.18% of the respondents said they are disagree and strongly disagree that they have seen PosAjabrand before. Then, the result from the second statement is 69.7 % of the respondents said they are disagree and strongly disagree that they have hard PosAja brand before. This indicates that most of the respondents are they do not know about PosAja. Based on this surveyed, PosAja has low brand recognition. Thus, most of respondent unaware of the application existence.

Figure 2. Easy to Access of PosAja Advertisement.

The author asked the respondents with the statement "I often see PosAja advertisement". Based on the Fig.
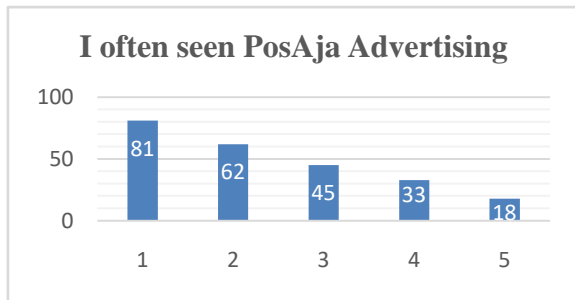
2, 59.83% of respondents disagreed and 18.82% of respondents said netral with the statements. It shows that respondents rarely see the advertisements of PosAja and marketing strategy that already done by PosAja did not reach the potential customer yet.

B. Result of Potential Customers

Figure 3. Potential Customers of PosAja

Based on interview with internal group of PosAja, they want to attract new potential customer who has already used delivery service application in order to align the marketing strategy that will be carried out in the future. Referring to the segmentation of PosAja, the targeting of PosAja resulted the same where PosAja as a brand from PT Pos Indonesia is the oldest logistics company in Indonesia. The existence of Pos Indonesia already spreaded in all areas in Indonesia whether first cities, second cities, or even rural areas. However, knowing that there is limitation on utilities in Indonesia such as internet and signal availability in Indonesia.

Thus, the density of PosAja targeting is on first cities (greater Jakarta) and second cities (Surabaya, Semarang, Yogyakarta, Bandung, Medan, etc) in Indonesia. The behaviour on this targeting is focused on people who lives in First and second cities which are more adaptable with technology development, have a fast-paced environment and using smartphone to support their daily activities and PosAja will be focused on individual user for goods delivery purposes.

The significant interest to use application-based delivery service is for people with 12 – 42 years old which refers to generation Y and generation Z. This targeting also supported by theAsianparent Indonesia, all psychologists agree that the age at which children have their own cellphone is 12 years or 14 years. Giving

cellphones to children under the age of 12 years will have a bad impact on children physically and psychologically [5]. The occupations of customers target such as entrepreneur, students, and employee. For example, student can use PosAja when they want to buy online book in Gramedia. Employee can use PosAja to send physic document to other party. Lastly, number of entrepreneurs is increased in Indonesia. Many of the entrepreneur (SMEs) are still using conventional channel without integration on e-commerce. These types of entrepreneurs need to handle for the delivery products. On this case, it can be a juicy market for PosAja to targeted.

Positioning for PosAja application is align with the tagline "fly higher" which it can cover all the market in Indonesia become a commitment that they deliver to the users, provide COD with disbursement 1 x 24 hours, can have cooperation with the same O-ranger and for a documents delivery service, the privacy is guaranteed for employee or student which it become a commiterd from PosAja to the users.

C. Results of Quantitative Data Analysis of Brand awareness

Tabel 1. Coefficients Test Result of Brand Awareness

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.306	2.434		-0.126	0.900		
	BL_Total	0.641	0.132	0.600	4.843	0.000	0.198	5.054
	BN_Total	-0.283	0.152	-0.238	-1.864	0.064	0.186	5.383
	ADS_Total	0.423	0.134	0.288	3.155	0.002	0.364	2.748
	SP_Total	-0.210	0.121	-0.139	-1.728	0.085	0.468	2.138

The authors using a 95% confidence level (1- α) and 5% level of significance α, Brand Logo (BL) with significance value of 0.000 & advertisement (ADS) with 0.002 have a significance value of below 5% which indicates that the coefficients is significant relative to their standard error. The acceptable value of VIF is smaller than 10 in order to be non-multicollinearity.
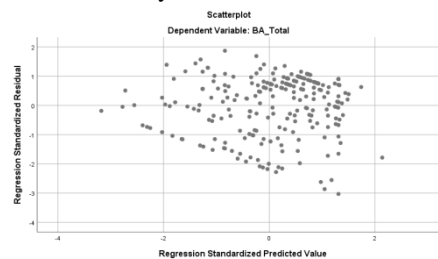

Figure 4. Homoscedasticity or non-heteroscedasticity of Brand Awareness
The values are scattered on all positive and negative quantile of horizontal and vertical combination. Thus, we can conclude that the current model fulfils the homoscedasticity assumption.
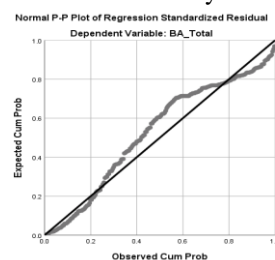

Figure 5. Linearity of Brand Awareness
The plot forms the straight diagonal line, and the plotterd data also closely follows the diagonal and so the data caterized into linear.

Table 2. Anovaof Brand Awareness

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2475.702	4	618.926	23.917	.000[b]
	Residual	6055.444	234	25.878		
	Total	8531.146	238			

Using 5% level significance or **α and** 95% confidence level or (1- **α)**, we can see that regression significance is below 5%, the regression model shows significant relationship towards brand awareness and the current model in considered sufficient.

Table 3. Rsquare of Brand Awareness

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	0.290	0.278	5.08704

The regression resulted in a coefficient of correlation or R square value of 0.29 and adjusted R square value if 0.28. This shows that although the model has significant correlation towards the dependent variable, it shows poor capability to predict the value of the dependent variable.Based on the quantitative calculation, the most important factor contributing to brand awareness is Brand Logo and Advertisement as the t test results on both variable shows significance below 0.05. In the other hand, Brand Names and Sales Promotion show insignificant correlation towards brand awareness as the t test results on both variable shows significance above 0.05.

D. Results of Quantitative Data Analysis of Intention to Use

Table 4. Coefficients Test Result of Intention to Use

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	0.354	0.715		0.495	0.621		
	PU_Total	0.022	0.042	0.034	0.522	0.603	0.310	3.223
	PEU_Total	0.468	0.054	0.546	8.707	0.000	0.333	3.001
	PS_Total	0.221	0.078	0.162	2.843	0.005	0.403	2.480
	RW_Total	0.248	0.065	0.189	3.811	0.000	0.531	1.884

The authors using a 95% confidence level (1- α) and 5% level of significance α. Perceived of usefulness doesn't show significant relationship towards the dependent variable as its significance is above 5%. This conclude that based on the model, perceived ease of use (PEU), perceived security (PS) , and rewards (RW) shows a good capability to predict intention to use (IU) while perceived of use (PU) shows a poor capability to predict intention to use (IU).The acceptable value of VIF is smaller than 10 in order to be non-multicollinearity
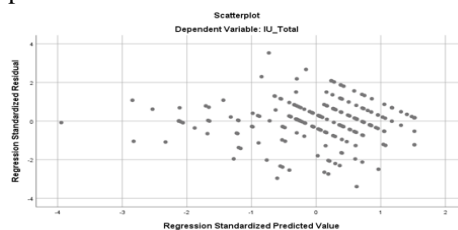

Figure 6. Homoscedasticity or non-heteroscedasticity of Intention to Use

The values are scattered on all positive and negative quantile of horizontal and vertical combination. Thus, we can conclude that the current model fulfils the homoscedasticity assumption**.**
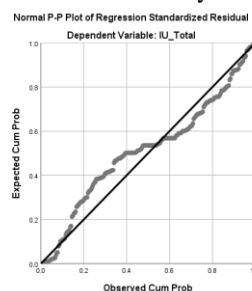

Figure 7. Linearity of Intention to Use

The plot forms the straight diagonal line, and the plotterd data also closely follows the diagonal and so the data caterized into linear.

Table 5. Anova of Intention to use

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2475.702	4	618.926	23.917	.000[b]
	Residual	6055.444	234	25.878		
	Total	8531.146	238			

Using 5% level significance or **α and** 95% confidence level or (1- **α)**, we can see that regression significance is below 5%., the regression model shows significant relationship towards Intention to Use and the current model in considered sufficient.

Table 6. Rsquare of Intention to Use

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832[a]	0.693	0.688	1.42951

The regression resulted in a coefficient of correlation or R square value of 0.693 and adjusted R square value if 0.688. This shows that the model has significant correlation towards the dependent variable, it shows Moderate capability to predict the value of the dependent variable.Based on the quantitative calculation, most important factor contributing to intention to use is perceived ease of use (PEU), rewards (RW), and perceived security (PS) as the t test results on the three variable shows significance below 0.05. In the other hand, perceived of use (PU) show insignificant correlation towards intention to use as the t test results on both variable shows significance above 0.05.

V.   CONCLUSION

PosAja needs to develop its business and marketing strategy. To increase brand awareness, PosAja must be concerned about its brand logo and advertising. Perceived easy to use, perceived security and rewardsare the main factors that significant corelation towards intention to use PosAja applications. In order to attract new potential customer based on STP analysis, PosAja can create a digital marketing omnichannel advertising which align with the target market, work with expertice of IT consultant to boost performance, and have a partnership with SMEs in Indonesia which will be supported by the government. discount or cashback program for payment in merchants or its payment channels to develop its sales promotion. It will help PosAja to increase brand awareness and intention to use from the new potential customers.

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