



Analysis of Brand Equity as a Marketing Strategy in the Pandemic Time of Covid-19 (Case Study On Dapoer Oma Lita Catering Smes)

Daniel AD Sumeleh, James DD Massie, Rita. N. Taroreh

Master of Management Study Program, Faculty of Economics and Business Sam Ratulangi University, Manado, Indonesia

Abstract: *The Covid-19 pandemic occurred in early 2020 which globally had a huge impact on various types of business sectors. The impact of the Covid-19 pandemic has been seen from large-scale layoffs, there have also been closures of various businesses which then impacted employees being laid off (World Bank, 2020). Micro, Small and Medium Enterprises (MSMEs) are very vulnerable to the impact of business disruptions and all have been significantly affected by the pandemic that occurred (Siagian, 2021). Dapoer Oma Lita, which is a catering MSME that has been directly affected by the pandemic. This pandemic has reduced consumer confidence in Dapoer Oma Lita. Trust, loyalty, and consumer purchasing decisions are currently a problem during the pandemic for businesses. Brand equity is needed to create purchasing decisions from consumers in restoring consumer confidence in a brand. It is necessary to pay attention to Dapoer Oma Lita in forming and recreating Dapoer Oma Lita's Brand Equity during a pandemic. There are four core elements of brand equity that can add value to a brand itself, namely brand loyalty, brand awareness, brand association, and perceived quality. This research is a descriptive type of research and uses a qualitative approach with triangulation analysis conducted at Dapoer Oma Lita Catering UMKM. The findings from this study indicate that: (1) Brand loyalty Dapoer Oma Lita is formed on the basis of good food taste and good service, thus making Dapoer Oma Lita customers dare to refer Dapoer Oma Lita based on customer experience. (2) The positive image of Dapoer Oma Lita generates brand awareness among consumers towards Dapoer Oma Lita. (3) Products from Dapoer Oma Lita which have their own characteristics, namely typical Minahasa food, prices that are considered affordable, paying attention to service quality. (4) Customer benefits, Dapoer Oma Lita is considered a solution for consumers/customers and their services are polite and friendly which ultimately builds an emotional relationship between consumers/customers and business actors which is an added value from Dapoer Oma Lita. The taste of good food, affordable prices, and the quality of service that is considered good is the trigger for the association of the Dapoer Oma Lita brand.*

Keywords: *Brand Equity, Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association, Customer Benefit, and Value Added.*

INTRODUCTION

BACKGROUND

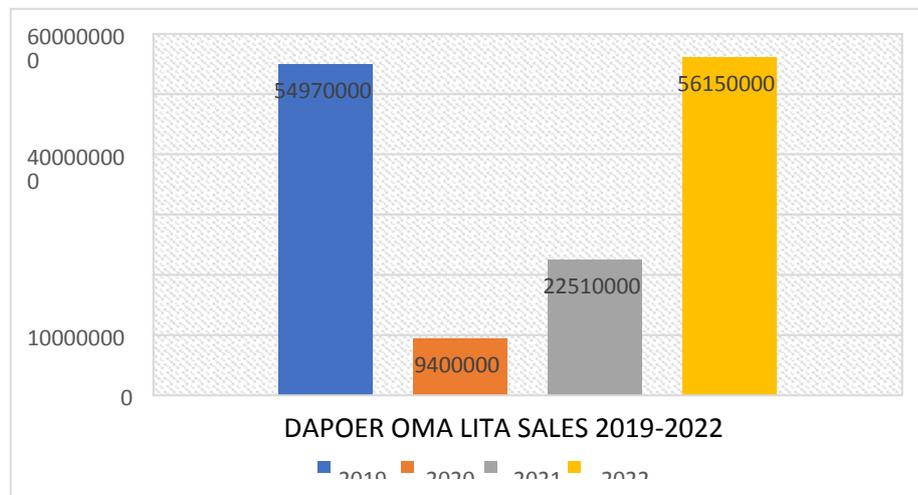
The Covid-19 pandemic that occurred in early 2020 which globally had a huge impact on various types of business sectors and of course had an impact on the economic sector. This economic impact does not only have a domestic impact, but also has an impact globally. The impact of the Covid-19 pandemic has been seen from large-scale layoffs, there have also been closures of various businesses which then impacted employees being laid off (World Bank, 2020).



The Covid-19 pandemic has affected the economy from both supply and demand sides. On the supply side, companies reduce the supply of raw materials and unhealthy labor and supply chains are also experiencing constraints. From the demand side, the lack of demand and decreased consumer confidence in a product.

Micro, Small and Medium Enterprises (MSMEs) are very vulnerable to the impact of business disruptions, because MSMEs often deal directly with the tourism, transportation, and also culinary industries which require fast suppliers but all have been significantly impacted by the pandemic that occurred (Siagian, 2021).

As it happened at UMKM Dapoer Oma Lita. Dapoer Oma Lita, which is a catering MSME that has been directly affected by the pandemic.



Source: Dapoer Oma Lita, 2022

Figure 1. Dapoer Oma Lita Sales Diagram 2019-2022

Figure 1 shows year sales 2019 from Dapoer Oma Lita is Rp. 54,970,000, followed by 2020, 2021 and 2022, namely Rp. 9,400,000, Rp. 22,510,000, 56,150,000. At the time of the pandemic, fluctuations in Dapoer Oma Lita's sales results were very clear by plunging downwards in 2020 which was the beginning of the pandemic with a very low level of catering orders followed by Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions with the aim of limiting movement of people and goods and requires people if there is no urgent need to stay at home. From this description it is proof that at the beginning of the pandemic in 2020, Dapoer Oma Lita's sales experienced a drastic decline. A method or strategy is needed so that during the pandemic recovery, Dapoer Oma Lita can also recover.

This pandemic caused a decline in consumer confidence in Dapoer Oma Lita followed by existing Government Regulations. With the government's encouragement, consumer loyalty to a brand decreases which results in decreased sales as well. Trust, loyalty, and consumer purchasing decisions are currently a problem during the pandemic for businesses.

In general, MSMEs already understand about brands, but there is fear by MSME actors in building their own brands. There are several general reasons for the fear of MSME actors in building their brand, including considering that it will cost a lot, being considered complicated in building a brand, to thinking building a brand is not important. Furthermore, there are mistakes when branding the products of a business, such as choosing a brand name haphazardly, using visuals that are too ordinary, not knowing about potential customers, or not balancing branding with quality. Product



branding that is done correctly will help build consumer confidence so that they will use products from that brand.

It is very important for Dapoer Oma Lita to form and recreate Dapoer Oma Lita's Brand Equity during this pandemic. What do consumers think or feel about Dapoer Oma Lita, product uniqueness that can make consumers choose Dapoer Oma Lita followed by product trust and value provided through Dapoer Oma Lita products, so that consumer trust can be re-established will really help Dapoer Oma Lita in influencing consumers to make purchasing decisions in choosing Dapoer Oma Lita.

BrandEquity which is the added value given to products and services that can be reflected in the way consumers think, feel, and act in relation to the brand, as well as the price, market share, and profitability that the brand provides for the business it runs. There are four core elements of brand equity that can add value to a brand itself, namely brand loyalty, brand awareness, brand association, and perceived quality. These four core elements can improve consumers' good perception of a brand. Again, this element can create or shape the way consumers think about brands, what consumers feel, even the actions consumers take.

Based on the assumptions mentioned above, the authors conducted research on Brand Equity with the title: Brand Equity Analysis as a Marketing Strategy during the Covid-19 Pandemic (Case Study on Dapoer Oma Lita Catering UMKM).

Research purposes

Based on the existing research focus, the objectives in this study are, to:

- 1 Analyzing brand loyalty from Dapoer Oma Lita.
- 2 Analyzing brand awareness from Dapoer Oma Lita.
- 3 Analyzing the brand associations of Dapoer Oma Lita.
- 4 Analyzing the brand associations of Dapoer Oma Lita.
- 5 Analyzing the perceived quality of Dapoer Oma Lita.

LITERATURE REVIEW

Marketing

Marketing is an activity of accelerating the transfer of goods and services sold from producers or distributors to consumers. Kotler and Armstrong (2012), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return" (marketing as a process by which companies create value for customers and build strong customer relationships capture value from customers in return).

According to Melydrum (2016), Marketing is a business process that seeks to align human, financial and physical resources of the organization with the needs and desires of customers in the context of competitive strategy. Marketing activities will be said to be successful if buying and selling activities occur and are in accordance with company goals. One of the parties in control of this activity is the consumer. Consumer behavior needs to be understood by business makers so that the business makers' goals can be achieved. The achievement of this target will be supported by a marketing strategy that is tailored to the goals set by the business maker.



Marketing strategy

According to Kotler (2001) the marketing strategy is as follows: "marketing strategy is the marketing logic used by companies with the hope that business units can achieve company goals". Designing a competitive marketing strategy begins with analyzing competitors. The company compares customer value and satisfaction with the value provided by product, price, promotion and distribution (marketing mix) to its close competitors. Product, place, promotion and price (4P).

Brands

Firmansyah (2019) argues that a brand or mark is a combination of a name, symbol, sign, design, among others, to be used as the identity of an individual, organization or company for goods and services owned to differentiate it from other service products. A brand that is already known in society has a strong brand, high brand association with a product, positive perception of the market and high consumer loyalty to the brand. Brands that differentiate one product from another are expected to make it easier for consumers to make their choices in consuming products or services with various considerations which will later lead to brand loyalty. Consumer loyalty to a brand is formed through the introduction, selection and adherence to a brand.

Brand loyalty (Brand Loyalty)

Firmansyah (2019), Brand loyalty is a strong commitment to subscribe or repurchase a brand consistently in the future. The extent to which people are loyal to a brand is expressed in the following factors:

1. Reducing marketing costs (hanging on loyal customers is cheaper than attracting new potential customers).
2. Trading leverage (loyal customers represent a stable source of income for distributive trading).
3. Attract new customers (current customers can help increase name awareness and thus bring in new customers).
4. Time to respond to competitive threats (loyal customers who do not quickly switch brands give the company more time to respond to competitive threats).

Brand awareness (Brand Awareness)

Firmansyah (2019), customer's ability to recognize or recall a brand and associate it with one particular product category.

Durianto, et al (2017), Brand Awareness is the ability of potential consumers to recognize and recall the existence of a brand as part of a certain product category.

Rangkuti (2014), argues that Brand Awareness is the ability of a customer to remember a certain brand or advertisement spontaneously after being stimulated with several keywords.

Kotler and Keller (2015), revealed that Brand Awareness is the ability of the brand to appear in the minds of consumers, especially when they are thinking about a particular product and how easy it is for the brand to appear. The extent to which a brand is known in the community, which can be measured by the following parameters:

1. Anchors where associations can be attached (depending on the strength of the brand name, more or less associations may be attached to it, which will ultimately affect brand awareness).
2. Familiarity and liking (consumers with a positive attitude towards a brand, will talk about it more and spread brand awareness).
3. Signs of substance/commitment to a brand.



4. Brands to be considered during the buying process (to what extent does the brand appear in the minds of consumers).

Perceived Quality

Perceived quality of the brand describes the customer's overall response to the quality and advantages offered by the brand (Firmansyah, 2019). The extent to which a brand is considered to provide quality products can be measured based on the following five criteria:

1. The quality offered by the product/brand is the reason to buy it.
2. Degree of differentiation/positioning in relation to competing brands.
3. Price (as products become more complex to value, and status plays a role, consumers tend to regard price as an indicator of quality).
4. Availability in different sales channels (consumers have a higher quality perception of brands that are widely available).
5. Number of lines/brand extension (this can tell consumers that the brand is a guarantee of a certain quality that applies on a wide scale).

Brand association (Brand Association)

Brand associations are related to everything that is related in customer memory to a brand (Firmansyah, 2019). Associations triggered by brands that can be assessed based on several indicators: Product Attributes (product attributes), Intangibles Attributes (intangible attributes), Customer's Benefit (benefits for customers), Relative Price (relative price), Application (use), User Customer (users or customers), Celebrity person, Life style Personality, Product Class, Competitors, Country / geographic Area,

Brand Resonance

Brand resonance is the relationship between consumers and brands, or how far consumers perceive the brand, and there are differences in the potential of consumers to resonate emotionally with brands, and can be divided into four levels, namely: attachment, behavioral loyalty, sense of community, and active involvement (Keller, 2019).

Micro, Small and Medium Enterprises (MSMEs)

According to Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), what is meant by Micro, Small and Medium Enterprises are:

1. Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law.
2. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Medium or Large Businesses that meet the criteria for Small Business. Small as referred to in this Law.
3. Medium Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or Large Businesses with total net worth or annual sales proceeds as regulated in this Law. Based on the definition above, in essence Micro, Small and Medium Enterprises are a form of productive economic business carried out by individuals or individual business entities that meet the criteria of Micro, Small and Medium Enterprises.



The Importance of Brand Equity for MSMEs

A brand is not just a name, nor is a brand just a symbol or logo. Brands are more than just all of these things. A brand is more than just a name and is a unique identity for a product.

According to the American Marketing Association brand is a name, term, sign, symbol or design, or a combination of these. This is intended to identify goods/services from a group of other goods and is a differentiation from competing products.

The importance of building a brand and the benefits that can be obtained by MSME actors (Hamdani, 2019):

1. Declare Identity. Products will be easily recognized and searched by buyers because of the brand. This is the basic function of the brand, namely providing identity for MSME products.
2. The difference with the others. Differentiate our products from competitors.
3. Can increase sales. With a good perception of the brand for potential customers, there is no doubt that there will be good testimonials for the product which in turn makes it easier for potential customers to make a decision to use the product or service offered.
4. Loyalty Created. With customer satisfaction, it will make the brand more memorable with a good impression. Not only functional benefits, but also emotional benefits. Consumers will always make repeat purchases without ever being swayed by low prices or promotions and promises from competitors.
5. Consumers are not affected by the price. If the product is well ingrained in the minds of consumers, the price offered is second to be considered.
6. Marketing communication made easier. The ads most trusted by consumers are experiences that are directly experienced and then told to other potential consumers. This can be trusted by potential consumers with a well-formed brand image.
7. There is an opportunity to become a franchiser. Brands are intangible assets for MSMEs. In the long term, when our brand is firmly entrenched in the minds of consumers, we can franchise our brand with high value

MSMEs in the Pandemic Period

At the beginning of 2020, the covid-19 pandemic occurred which had a very significant impact on social life, as well as disrupted and decreased economic performance for affected countries, as well as in Indonesia. Based on BPS data for 2021, the decline in Indonesia's economic performance has occurred since the first quarter of 2020, which is reflected in the pace of economic growth in the first quarter of 2020 which only reached 2.97 percent, and again decreased significantly in the second quarter of 2020 which grew minus 5.32 percent. Of course, if this is not handled immediately it will have a big impact that will threaten the Indonesian economy.

Nasution et al (2021), the impact that is happening in parts of the world and Indonesia: Many people are afraid to leave their homes, worried about financial problems, meetings between people are limited, many employees are laid off (PHK), people's behavior changes from usual (Abidin Achmad et al. , 2020). Nasution et al (2021) continued where the impact on the entrepreneurial world included; market is sluggish, distribution is hampered, turnover drops drastically, capital is disrupted, credit is bad.



catering

Catering can be defined as a business that carries out food and beverage management activities outside its place of business at a certain time, involving or not involving officers and equipment based on written or unwritten agreements (Wikipedia.org, 2015).

Prabowo (2020) revealed that the development of existing catering is not only influenced by the quality of the services offered, but there are several other things besides that that can affect how catering for the needs of these parties can be liked by consumers. All types of businesses that have a service nature, service quality is one of the benchmarks for whether the business is running well or not.

Previous Research

Siagian and Cahyono (2021), research entitled MSME Marketing Recovery Strategies during the Covid-19 Pandemic in the Creative Economy Sector. Using Descriptive Qualitative, this research wants to find out marketing strategies that can be carried out during the Covid-19 pandemic and supporting factors in entrepreneurship in the creative economy sector during the Covid-19 pandemic. The results of his research prove that the preparation of marketing strategies in entrepreneurship in the creative economy sector can be planned through STP (Segmenting, Targeting and Positioning) to attract consumers. In order to run effectively and efficiently, the concept of promotion, service excellent customer rewards, affiliations or partnerships and social capital are supporting factors.

Nofan and Ekowati (2022), with the research title The Effect of Brand Equity and Product Innovation on Consumer Purchase Decisions on Iphone Products (Case Study in Millennial Generation in Bengkulu City). Using the Quantitative Descriptive method, this study analyzes the effect of brand equity and product innovation on consumers' purchasing decisions for Iphone products (a case study on the millennial generation in Bengkulu City). The results showed that Brand Equity Variable has a positive effect on Consumer Purchase Decisions, Product Innovation has a positive effect on Consumer Purchase Decisions, and Brand Equity and Product Innovation together have a positive and significant influence on Consumer Purchase Decisions.

Nabilah, Nursan, Suparyana (2021), with the research title The Impact of the Covid-19 Pandemic on MSMEs (Case Study of MSMEs Zea Food in Mataram City). Using qualitative research methods, this study wants to analyze the impact of Covid-19 on MSMEs and the strategies used by business actors to increase sales turnover during the Covid-19 pandemic. The results of the study show that the impact of the Covid-19 pandemic on Zea Food MSMEs was quite high, namely an increase in sales turnover of 60 percent during the Covid-19 pandemic. This is because Zea Food uses digital marketing to promote its product sales. There are several ways that MSMEs can do to survive and increase their sales turnover during the pandemic, including e-commerce, digital marketing,

Nasution, Nusa, and Putra (2021), with the research title Generating MSMEs in the midst of the Covid-19 Pandemic. Using a descriptive qualitative research method, this study aims to revive MSMEs in the midst of the Covid-19 Pandemic. The results of the study show that there are several strategies that can be carried out by MSMEs to be able to maintain their business, namely: making sales through e-commerce; Doing product marketing by utilizing digital technology (digital marketing); Making improvements to product quality and the quality and types of services; Doing customer relationship marketing (customer relationship marketing).



Baniyani, Ahmadi, Motamedi, and Gholami (2021), with the research title Providing a model of brand strength in the banking industry at YAZD City Bank. Using a descriptive qualitative method, this study aims to provide a model of brand strength in the banking industry. The results of the study show that brands have a direct impact on brand associations and attitudes towards brands, also brand hearing has a direct impact on brand awareness and attitudes. The direct impact of brand strength, based on attitudes towards the brand.

Paunovic, Obermayer and Kovari (2021), with the research title Online Branding Strategy in family Winery SMEs: a Hungarian-German comparative study. Using a Quantitative Descriptive method, this study aims to explore and compare the online branding strategies of family wineries SMEs (small and medium enterprises) in Lake Balaton (Hungary) and Lake Constance (Germany), as two wine regions with similar geographic characteristics. The results show that At Lake Balaton, the vineyards, wineries, and families, while at Lake Constance, the lake itself and the wines are highlighted in terms of family winery brand identity. The customer-driven brand image of the Hungarian family winery emphasizes wine, food and service, with dominant Facebook usage.

Alwan and Alshurideh (2022), with the research title The Effect of Digital Marketing on Purchase Intentions: Moderating the effect of brand equity. Using the Quantitative Descriptive method, this study aims to analyze the effect of digital marketing, social media marketing, and electronic word-of-mouth EWOM, on purchase intention with a moderating effect on brand equity. Hais research shows that digital marketing has a positive effect on purchase intention, and the moderating effect of brand equity shows a significant influence.

RESEARCH METHODOLOGY

Types of research

This research is a type of descriptive research and uses a qualitative approach that aims to describe and describe brand equity in the marketing strategy carried out by UMKM Dapoer Oma Lita which results in discoveries that cannot be achieved (obtained) using statistical procedures or methods. another way of quantification (measurement) and is a method used based on data collected during research systematically.

Place and time of research

This research was conducted at UMKM Dapoer Oma Lita, with the address Jl. Kombi Village, Kombi Village, Kombi District, Minahasa Regency, North Sulawesi Province. The time for this research to be carried out is from March 2022 to completion.

Method of collecting data

The data collection method was carried out in 3 ways, namely: Interview, Observation and Study of Documents obtained from Research Informants.

RESEARCH RESULTS AND DISCUSSIO

Research result

General Description of the Research Object

Dapoer Oma Lita is an MSME engaged in catering services located on Jalan Raya Kombi Village, No.76, Jaga V, Kombi Village, Kombi District, Minahasa Regency. It was founded in 2016 with the founder's name Meylita Rawung who is familiarly called Oma Lita , so the name of this catering UMKM was formed on the basis of the name of the founder of this catering UMKM with the name Dapoer Oma Lita. The MSME market share is more for consumers who will make events such as birthdays, weddings, and various kinds of meeting events.



Initially, Dapoer Oma Lita only made and received orders for various kinds of typical Minahasa cakes, such as biapong, panada, apang keik, cake ku, seeds, binyolos, and with its flagship tarts called moka kampung and klapertart. However, with qualified cooking skills, Oma Lita began exploring food orders. As time went by, Oma Lita decided to open a catering with Minahasa specialties. Some of the unique menus from Dapoer Oma Lita include woku pork which is a hereditary recipe where woku pork can only be made by certain people with certain authentic roasting techniques, then tinorangsak and posana which are very thick in taste as typical Minahasa food which is food made using certain bamboo by burning,



Figure 2. Dapoer Oma Lita's Types of Cuisine

Source: Dapoer Oma Lita, 2022

Vision and mission of the company

The vision of this UMKM is "everyone must eat well" which means that everyone must eat good food. Followed by this UMKM mission, namely, to provide the best service and provide food with a distinctive taste.

Dapoer Oma Lita Catering MSME Organization

1. Owner, is the founder and owner of the business. Responsible for all business activities. Coordinating, supervising, and planning strategies to the realization stage, especially looking for ways to attract consumers and manage MSME finance. The owner is also responsible for budgeting for business activities. The owner in this case is also a quality control.
2. Assistant, is the owner's trusted person who performs almost all of the owner's responsibilities. This assistant is more about carrying out administrative work, in this case managing finances such as recording the name of the customer followed by the number of packages and addresses, purchasing groceries and receiving catering payments from consumers. The assistant also helps the owner supervise the performance results of employees.
3. The Cooks are five cooks (including Oma Lita) who make catering meals. Responsible for all matters relating to food production, from cleaning tools and ingredients, cooking, to serving them in food containers.
4. Waiters, are five servants who are responsible for setting the food table and ensuring that the food table is arranged cleanly and neatly followed by placing food according to Dapoer Oma Lita standards.
5. The courier is the person responsible for delivering the food along with the maid from Dapoer Oma Lita and lifting the equipment used after the event. Also ensure that the equipment below matches the equipment returned.



Overview of Research Informants

owner and Assistant

Owner or owners are people who control all business activities. From financial management, payment administration, and ensuring delivery according to orders and destination addresses. The owner also makes strategies in running the business to attract consumers.

Employee

Employees in this case are those who have worked for more than one year at UMKM Dapoer Oma Lita. Employees have duties and responsibilities in making food to delivery and serving food.

Customer

20 customers who have used Dapoer Oma Lita catering more than three times.

Discussion

Brand Loyalty UMKM Dapoer Oma Lita

Before brand loyalty was formed, Dapoer Oma Lita tried to maintain the taste of food and always provide the best service. This good service is shown by the taste of the food, cleanliness and neatness of the food arrangement, as well as the interaction between Dapoer Oma Lita and consumers. Dapoer Oma Lita which was previously referred to by consumers, so that new customers emerge and experience good experiences directly with Dapoer Oma Lita and repeat orders occur. With the consistency of Dapoer Oma Lita in their services, Brand loyalty is created from Dapoer Oma Lita. As revealed by Anang Firmansyah (2019), brand loyalty is a strong commitment to subscribe or repurchase a brand consistently in the future. With brand loyalty to Dapoer Oma Lita,

Brand Awareness UMKM Dapoer Oma Lita

Brand awareness Dapoer Oma Lita was formed by itself because of the quality provided by Dapoer Oma Lita through the taste of food and service from Dapoer Oma Lita. The main product of catering is food, but Dapoer Oma Lita still pays attention to how to serve consumers well. After consumers had direct contact with Dapoer Oma Lita, Dapoer Oma Lita began to be discussed until they were referenced to show brand awareness that was formed towards consumers. Furthermore, the arrangement of food that is clean and neat is also something that Dapoer Oma Lita always pays attention to. With the things that Dapoer Oma Lita does, this creates brand awareness as well, because it makes consumers more confident about the cleanliness of Dapoer Oma Lita and have no doubts about Dapoer Oma Lita. The taste of the food and service provided by Dapoer Oma Lita is the reason for the quality of Dapoer Oma Lita. With good service like this, consumers will recognize or remember Dapoer Oma Lita. Anang Firmansyah (2019), the customer's ability to recognize or recall a brand and associate it with one particular product category. With the excellence shown by Dapoer Oma Lita, this brand can be recognized in the community which is one of the parameters of brand awareness. Consumers with a positive attitude towards a brand can also form brand awareness of a business, as happened with the UMKM Dapoer Oma Lita. Dapoer Oma Lita is a consideration for potential consumers in making purchasing decisions. This shows that potential consumers are aware of Dapoer Oma Lita. With good service like this, consumers will recognize or remember Dapoer Oma Lita. Anang Firmansyah (2019), the customer's ability to recognize or recall a brand and associate it with one particular product category. With the excellence shown by Dapoer Oma Lita, this brand can be recognized in the community which is one of the parameters of brand awareness. Consumers with a positive attitude towards a brand can also form brand awareness of a business, as happened with the UMKM Dapoer Oma Lita. Dapoer Oma Lita is a consideration for potential consumers in making purchasing decisions. This shows



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Perceived Quality UMKM Dapoer Oma Lita

The overall response from customers regarding the quality and advantages offered by Dapoer Oma Lita is the consumer's quality perception of UMKM Dapoer Oma Lita. The quality offered by Dapoer Oma Lita through food and service is the reason consumers make the decision to use Dapoer Oma Lita catering. In addition, Dapoer Oma Lita's catering has characteristics where Dapoer Oma Lita has mainstay menus, namely woku pork, posana and tinorangsak. It is said to be a characteristic of Dapoer Oma Lita because woku pork is food that only certain people can make. Then posana and tinorangsak which are typical Minahasa food. Service is also something that is considered very important for Dapoer Oma Lita, where Dapoer Oma Lita is very concerned about and shows food hygiene and the tidiness of food arrangement. From the private owner also provides food outside the menu for free as a sign of gratitude to consumers who use their services. This can build a good relationship between Dapoer Oma Lita and consumers so that repeat orders can also be created. Dapoer Oma Lita tries to provide a good experience when consumers work with Dapoer Oma Lita. With the consistent quality of Dapoer Oma Lita, consumers can easily choose Dapoer Oma Lita for the catering they will use. Dapoer Oma Lita tries to provide a good experience when consumers work with Dapoer Oma Lita. With the consistent quality of Dapoer Oma Lita, consumers can easily choose Dapoer Oma Lita for the catering they will use. Dapoer Oma Lita tries to provide a good experience when consumers work with Dapoer Oma Lita. With the consistent quality of Dapoer Oma Lita, consumers can easily choose Dapoer Oma Lita for the catering they will use.



Brand AssociationUMKM Dapoer Oma Lita

Brand association is closely related to brand image so that the image shown by Dapoer Oma Lita will create a definition of brand association with a certain meaning. Good service and good tasting food are positive things that form a good image in the minds of consumers. It is also a positive thing for a brand when a product or service from a brand becomes a solution for consumers/customers in their problems. The solution provided by Dapoer Oma Lita is in the form of preparing food for guests when consumers/customers hold events. The benefits that consumers/customers get when using Dapoer Oma Lita can be in the form of not having to bother thinking about food to be consumed when holding events. Making an event more practical with Dapoer Oma Lita catering.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Dapoer Oma Lita is an MSME engaged in catering services. In running its business, UMKM Dapoer Oma Lita is assisted by 7 employees. 1 assistant who helps with administration and payment, 3 people as chefs, 3 people who bring food and arrange catering table setting. Dapoer Oma Lita is known to have good service quality and delicious food from Dapoer Oma Lita, so consumers are often entrusted with using Dapoer Oma Lita's catering. Based on the research conducted, it can be concluded that:

1. brand loyalty from Dapoer Oma Lita was formed on the basis of good food taste and good service provided by Dapoer Oma Lita to its consumers. Dapoer Oma Lita is very concerned about the taste of food and how they serve consumers so that it is considered good. The taste of food which is Dapoer Oma Lita's advantage and the quality of service that is very concerned about, creates brand loyalty from Dapoer Oma Lita itself. With the formation of loyalty from the Dapoer Oma Lita brand, Dapoer Oma Lita customers dare to refer Dapoer Oma Lita on the basis of the customer's own experience.
2. The positive image of Dapoer Oma Lita generates brand awareness among consumers towards Dapoer Oma Lita. With the positive experience between Dapoer Oma Lita and consumers, the brand image of Dapoer Oma Lita is considered good. Service is also something that is considered very important for Dapoer Oma Lita, where Dapoer Oma Lita is very concerned about and shows food hygiene and the tidiness of food arrangement. Consumers/customers who have positive experiences with Dapoer Oma Lita make it easier for consumers/customers to think about Dapoer Oma Lita when consumers/customers need catering services. This can help build consumer/customer brand awareness of Dapoer Oma Lita.
3. Products from Dapoer Oma Lita which have their own characteristics, namely typical Minahasa food with food tastes that are considered delicious, prices that are considered affordable, are very concerned about service quality, are things that can shape consumers' perceptions of quality towards Dapoer Oma Lita.
4. customer benefits in this case Dapoer Oma Lita is considered to be a solution for consumers/customers of Dapoer Oma Lita because consumers/customers no longer bother cooking and providing cutlery when holding events.
5. Intangible attributes from Dapoer Oma Lita strengthens the image of Dapoer Oma Lita. Their service which is considered polite and friendly which ultimately builds an emotional relationship between the consumer/customer and the business actor is an added value from Dapoer Oma Lita.
6. When the brand of a product is known and has a good image, it will make it easier for



consumers who need a product according to the specifications they want. The specifications in question are the taste of food from Dapoer Oma Lita which is considered delicious, the price is affordable, and the quality of service is considered good by consumers/customers. The memory of this customer triggers the association of the Dapoer Oma brand.

Suggestion

1. It would be nice for Dapoer Oma Lita to maintain relationships with consumers/customers so that an emotional connection can be created between Dapoer Oma Lita and its customers with the aim of producing repeat orders.
2. It is also advisable for Dapoer Oma Lita to be active in social media to attract potential consumers/customers. Social media in question is like creating a link on a Facebook/whatsapp/Instagram account with the aim of showing the activities of UMKM Dapoer Oma Lita. Such as for example distributing photos of cooking results, food arrangement, and thanking consumers/customers who use their services.
3. ConsistencyService is the main thing in building the brand of a business. This consistency must be maintained in running Dapoer Oma Lita's business.
4. The Dapoer Oma Lita logo/sticker should include the slogan from Dapoer Oma Lita, namely "you must eat well" with the aim of helping to form brand awareness from Dapoer Oma Lita.

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