

MARKETING STRATEGY FORMULATION FOR AFFAIRS STORE YOGYAKARTA

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Abstract - AFFAIRS store is one of fashion concept stores based in Yogyakarta and located at Jalan Ringroad Utara 20A, Pandega Satya, Kota Yogyakarta. The store is established since 2010 and it is the pioneer of concept store in Yogyakarta who sells fashion from various local brands. In order to expand their target market and sales, AFFAIRS needed to improve its current condition by seeing internal and external factor. Based on the interview and current facts in AFFAIRS store, it shows that the marketing mix strategies that have been done by AFFAIRS is still not working to the fullest and it will affect its brand equity dimensions of the store. AFFAIRS store needs to maximize their marketing mix strategies in order to expand their target market and increase their sales at the end. Therefore, this research examined the marketing strategy for concept store by identifying current marketing mix strategies in affecting brand equity dimensions and the current external and internal factors that will affect the condition of AFFAIRS store.

Keywords - External and Internal Analysis, Marketing Mix, Brand Equity, Concept Store, Local Brand, Fashion.

Introduction

The growth of creative industries in Indonesia has brought a benefit to Indonesian economy. Fashion is one of the most popular sectors in creative industry and growing very rapidly in Indonesia, it seen from the public awareness of fashion as lifestyle. Therefore, many local brands in Indonesia who sells fashion products. On the other hand, the existence of concept store that now popular among youngster, have a huge contribution to fashion local brands in order to get closer with society. A concept store is a retail store that goes beyond simply selling products and instead appeals to a general sense of lifestyle by offering products to match the desires of those involved in a particular social scene. With the existence of concept store in Indonesia as a store who sells products local brand, is expected also to be a place to accommodate and stimulate creativity and innovation of designers in Indonesia.

Meanwhile, there is one city in Indonesia that has great potential to be developed in this creative industry, which is Yogyakarta. Yogyakarta as a *kota pelajar*, has many universities in which affect the growth of the students each year. Every year, there are a lot of young people in Indonesia who wants to study in this city. That opens up an opportunity for business people that focus on local brand and concept store in Yogyakarta to get more young customers. There is one of concept store in Yogyakarta who sells local brands, which is AFFAIRS store.

Based on the background above, the objective of this research is:

1. To identify current marketing mix strategies of AFFAIRS store in affecting brand equity dimensions
2. To identify the current external and internal that will affect the condition of AFFAIRS store

3. To propose recommendation in marketing strategy for AFFAIRS store

Theoretical Framework

Environmental Scanning Analysis

Environmental scanning is the monitoring, evaluation, and dissemination of information from the external and internal environments to key people within the corporation. Those external and internal elements will determine the future of the corporation. The simplest way to conduct environmental scanning is through SWOT analysis [1]. The external analysis consists of variables opportunities and threats, which consists of Societal Environment, Task Environment, and Competitive Intelligence. The purpose of internal analysis is the organization's future success depends on its own internal conditions. Strengths and Weaknesses identified through the use of tools such as Resource Analysis and Value Chain.

Marketing Mix

Marketing mix is a set of controllable marketing tools used by a company for creating a desired response in the targeted market (Riaz & Tanveer, 2008). Marketing mix has some elements which known as 4P's; product, price, place of distribution, and promotion [2].

Brand Equity

The strength of brand could be traced from customer's perception and understanding about what they have gained, observed, sensed and heard regarding a brand as a consequence of customer involvement with a particular brand in the past (Keller, 2003). Aaker and Joachimstahler (2000) have defined brand equity in various concepts, which namely are: brand awareness, brand association, brand loyalty, and perceived quality [3].

Conceptual Framework and Hypothesis

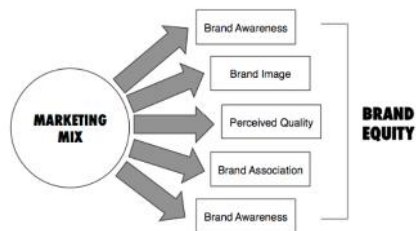


Figure 2.1 Conceptual frameworks

According to framework above, the following hypotheses are:

- $H_{01} : \beta = 0$ There is no effect on marketing mix towards brand awareness (Y1)
- $H_{11} : \beta \neq 0$ There is an effect on marketing mix towards brand awareness (Y1)
- $H_{02} : \beta = 0$ There is no effect on marketing mix towards brand image (Y2)
- $H_{12} : \beta \neq 0$ There is an effect on marketing mix towards brand image (Y2)
- $H_{03} : \beta = 0$ There is no effect on marketing mix towards perceived quality (Y3)
- $H_{13} : \beta \neq 0$ There is an effect on marketing mix towards perceived quality (Y3)
- $H_{04} : \beta = 0$ There is no effect on marketing mix towards brand association (Y4)
- $H_{14} : \beta \neq 0$ There is an effect on marketing mix towards brand association (Y4)
- $H_{05} : \beta = 0$ There is no effect on marketing mix towards brand loyalty (Y5)
- $H_{15} : \beta \neq 0$ There is an effect on marketing mix towards brand loyalty (Y5)

Methodology

This research uses several steps in collecting data and finding supportive information that can help to improve the analysis. The figure below is the research design that used by this research.

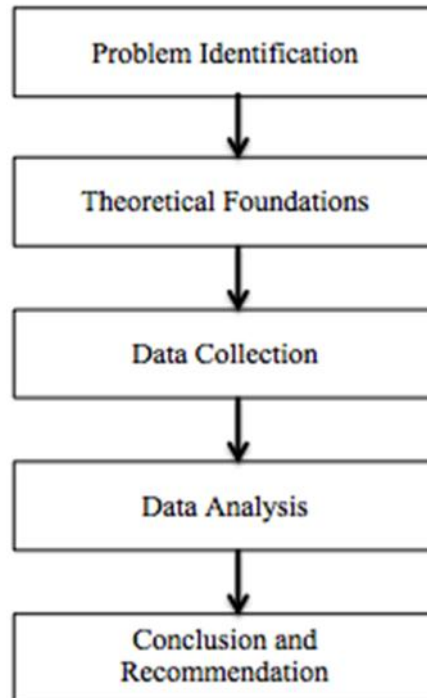


Figure 3.1 Research design

Problem Identification was the first step to identify the problems being faced by AFFAIRS store. Problem Identification used to help this research in gathering data and information. **Theoretical Foundations** was the second step that explains about the basis of the research and it contains of the theories from some research journals. **Data Collection** was the third step to gather all data that need to be analyzed. This research will use qualitative and quantitative research. It is also the supporting tools that will support theoretical foundations. **Data Analysis** was the fourth step that guides this final project about the correlation between the results of the survey and the theoretical foundations. For Qualitative research, after gathering the interview and focus group discussion, this research will be using IFAS and EFAS to get the result. For Quantitative research, the questionnaire will be conducted by using SPSS software. The last step was **Conclusion and Recommendation**, and it was to summarize the overall results and answer the questions that have been written on the research questions

Data Analysis

Interview

External Analysis

Societal Environment

Political: The government policy about Goods and Services Tax (GST) will not affect AFFAIRS store. It because the suppliers of AFFAIRS store are home industry, so they did not pay GST.

Economical: The economy in Yogyakarta is give affect to AFFAIRS store in doing its business and gives an opportunity to gain more profit. But, there is an economical factor that will be threat and opportunity for AFFAIRS store, which is the weakening of the rupiah against the dollar.

Sociocultural: The growing of students who come to Yogyakarta give an opportunity for AFFAIRS store to always develop its business to gain more customer. But, AFFAIRS have to survive with the existence of store that sells foreign brand even they are not the direct competitors.

- **Technological:** The era of globalization is becoming very dependent on technological advances that can create efficiencies in wide area. Nowadays, digital technology is growing rapidly in Indonesia and it gives opportunities for AFFAIRS.

Competitive Intelligence

AFFAIRS collects information about competitor from social media and ex-employee from AFFAIRS who now work in Gate store. Here is the result of comparison between AFFAIRS store and Gate store.

Table 4. 1 Comparison between AFFAIRS store and Gate store as a direct competitor

AFFAIRS STORE	GATE STORE
Established since 2010	Established since 2011
The location is in Jalan Ringroad Utara 20A, Pandega Satya	The location is in Jalan Kalirang KM 5 Pandega Karya No.290
The store has a value Effortless; basic; simplicity; and craftsmanship	The store has a value of originality, courage, integrity, and empathy
Focus on good service quality	Focus on self-service
Price range from 50,000 - 1,800,000	Price relatively higher than AFFAIRS
Rarely conducting events	Often conducting events
Have its own brand	Do not have their own brand

Task Environment

- **Threat of New Entrants:** The fact is the number of new entrants in concept store who sells fashion local brand in Yogyakarta is relatively small. Therefore, the threat of new entrants for AFFAIRS store is low.
- **Bargaining Power of Buyers:** In Yogyakarta, fashion products can easily found in malls, distros, and even traditional market. It made the bargaining power of buyers in AFFAIRS store is high.
- **Threat of Substitute:** In Yogyakarta, there are a lot of people who sells fashion product not only come from local brand but also foreign brand. Thus, threat of substitute product for AFFAIRS store is high.
- **Bargaining Power of Suppliers:** AFFAIRS store has many suppliers that keeping the store performance well and it played the important role. Thus, the bargaining power of supplier in AFFAIRS store is low.
- **Rivalry Among Existing Firms:** There is one competitor in the scope of concept store who sells fashion product from some local brand, which is Gate. Therefore, rivalry among existing firms in AFFAIRS store is low.

Internal Analysis

Resource Analysis

Tangible Resources

- **Financial Resources:** The revenue of AFFAIRS store during 4 months showed fluctuate and had decrease in February of 43,43% from the previous month.
- **Physical Resources:** The location that in the protocol line makes AFFAIRS does not have adequate parking lot, even for just one car. In store, AFFAIRS also provides a fitting room and toilet. The store ambience is designed with vintage, which is supported by wooden furniture.
- **Technological Resources:** AFFAIRS store have a CCTV and computer as its technological resources.
- **Organizational Resources:** Until now, AFFAIRS store still do not have a clear structure organization. Based on the figure below, this research could identify that the organizational structure is still less efficient.

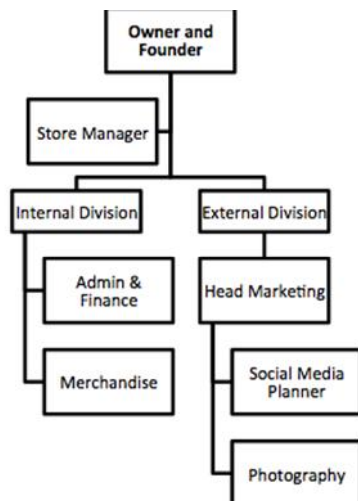


Figure 4. 1 Structure Organization (Sources: AFFAIRS store)

Intangible Resources

- **Innovation Resources:** During 6 years in running their business, AFFAIRS store has innovated their products, such as making a limited bag for unisex. They also has innovated the change of the store ambience to makes people more comfortable when shopped in AFFAIRS.
- **Reputational Resources:** The customers know AFFAIRS as a pioneer concept store in Yogyakarta with its best hospitality and service. Also, there are some people who see AFFAIRS as a premium concept store because of the price range in there.
- **Human Resources:** AFFAIRS store has human resources who still study in college and take a job as a part-timer. Nevertheless, AFFAIRS store has one store manager who capable and took a big responsibility in his job for one year even he is part-timer.

Value Chain

Support Activities

- **Firm Infrastructure:** AFFAIRS store has necessary infrastructure that allow maintaining daily operations, such as owner, general management, marketing, administrative, and finance. This infrastructure that AFFAIRS store have, can use to their advantage.
Human Resource Management: AFFAIRS store selecting their employee by recruiting, training, and controlling process on the system and procedure. These are the criteria that AFFAIRS looking for, which are college student, good looking, have a good knowledge about local brand, and also work hard, work smart, teamwork, and dedication
Technology Development: By using digital technology such as social media and messenger application, AFFAIRS can advertise its products by online in order to help the customer know the products and brands that exist in store and to gain customer outside Yogyakarta.
Procurement: AFFAIRS store has corporate with suppliers and vendors to acquire items needed for the running of its business. Also, AFFAIRS has a links with interior designer who used to make store layout.

Primary Activities

- **Operations:** AFFAIRS store have the rights whether if the products of the brands other than AFFAIRS can be sold in the store.
- **Marketing and Sales:** The marketing team of AFFAIRS store always has monthly target to maximize their marketing activity. They very focus on selling the products by social media to facilitate communication with customers.
- **Services:** AFFAIRS always give its best service. All employees are required to provide hospitality and have a good knowledge about all brands that exist in store.

SWOT Analysis

Table 4. 2 SWOT analysis of AFFAIRS store

STRENGTHS	WEAKNESSES
The employees has a good relation to each other that makes the communication system goes well AFFAIRS store has a good service to customers The employees have high capability on product knowledge The existing products in AFFAIRS store would not be found in any store in Yogyakarta	The location which in the protocol line and the small sign of its store made people do not notice the presence of it There is no adequate parking lot Price is still high for some college student Current 6 employees are part-timer AFFAIRS store still do not have a clear structure organization
OPPORTUNITIES	THREATS
The growth of overseas student who come to study in Yogyakarta Pioneer of concept store in Yogyakarta The weakening of the rupiah against the dollar make people will consider buying local brand product rather than foreign brand. The presence of e-commerce to increase the awareness and gain customer outside Yogyakarta	The existence of substitute products made customers faced variety choices to fulfill their needs The increasing of raw materials price for some suppliers The store who sells foreign brand in Yogyakarta The presence of e-commerce which makes people will consider buying by online than offline

The Strategic Audit

The strategic audit provides a professional framework for the analysis in terms of external and internal factors. EFAS table is to organize the external factors into the generally accepted categories of opportunities (O) and threats (T). IFAS table is to organize the internal factors into the generally accepted categories of strengths (S) and weaknesses (W). The table showed the weight, rating, and weights score. Score for the weight in this research based on the important of the factor. For weight section, the range 1.0 showed the most important factor and 0.0 show the most unimportant factors. The total of weight section must be equal to 1. In the other hand, the rating used 1-5 rating with 1 as the lowest and 5 as the highest rating.

EFAS

Table 4. 3 EFAS table

EXTERNAL FACTORS	WEIGHT	RATING	WEIGHTED SCORE	COMMENTS
OPPORTUNITIES				
The growth of overseas in Yogyakarta	0.2	4.5	0.9	Many universities in Yogyakarta, makes the growth of overseas student increasing every year
Has been established for 6 years	0.05	1	0.05	AFFAIRS store is pioneer of concept store in Yogyakarta
The weakening of the rupiah against the dollar	0.1	1	0.1	It make people will consider to buy local brand product rather than foreign brand.
The presence of e-commerce	0.15	3	0.45	It make AFFAIRS will gain customers outside Yogyakarta
THREATS				
There are a lot of men fashion products in Yogyakarta	0.2	-4	-0.8	The existence of substitute products made customers faced variety choices to fulfill their needs
The increasing of raw materials price for some suppliers	0.05	-1	-0.05	Some suppliers has import raw materials
The store who sells foreign brand in Yogyakarta	0.2	-3.5	-0.7	Some people still think buying foreign brand is become more pride than buying local brands.
The presence of e-commerce	0.05	-1	-0.05	It make people to consider shopping by online rather than offline
TOTAL SCORES	1		-0.1	

The total score of measurement of EFAS is -0.1. It can be concluded that the company threats factors have bigger affect than the opportunities factor.

IFAS

Table 4. 4 IFAS table

INTERNAL FACTORS	WEIGHT	RATING	WEIGHTED SCORE	COMMENTS
STRENGTHS				
Employer relation	0.05	3	0.15	The employees has a good relation to each other that makes the communication system goes well
Service Quality	0.2	5	1	AFFAIRS store has a good service to customers
High capability on product knowledge	0.11	4	0.44	The employees are trained well to understand everything the store
The existing products in AFFAIRS store would not be found in any store in Yogyakarta	0.1	4	0.4	The existing products in AFFAIRS store would not be found in any store in Yogyakarta
WEAKNESS				
Location	0.05	-1.5	-0.075	The location which in the protocol line and the small sign of its store made people do not notice the presence of it
There is no enough parking lot	0.03	-1	-0.03	The location which in the protocol line make it difficult for people to get a parking lot
Price	0.15	-2	-0.3	Price is still high for some college student, because they lived in Yogyakarta that actually the living cost in there is low
Current 6 employees are part-timer	0.2	-4	-0.8	It makes AFFAIRS store always do recruitment and training new people all over again
AFFAIRS store still do not have a clear structure organization	0.11	-3	0.33	It makes an employee could have double jobs at once
TOTAL SCORES	1		0.455	

The total score of measurement of IFAS is 0.455. It can be concluded that strengths factors of AFFAIRS store have bigger affect than the weaknesses factor. Thus, AFFAIRS store should utilize its strengths and keep developing it to overcome its weaknesses.

Questionnaire

Demography Data

Demography sections used to define whom the customer of AFFAIRS store are. There are 6 questions that contain in this section which are gender, age, domicile, last education, occupation, and income. The table below is the demography result form 150 respondents.

Table 4. 5 Demography

Gender			Last Education		
Men	111	74%	High school graduate	82	55%
Women	39	26%	D3	19	13%
Age			S1	44	29%
<20	8	5%	S2	5	3%
20 - 25	124	83%	S3	0	0%
26 - 30	16	11%	Occupation		
>30	2	1%	College student	97	64%
Domicile			Private employee	17	12%
Yogyakarta	109	73%	Government employee	3	2%
Bandung	7	5%	Entrepreneur	8	5%
Bekasi	5	3%	Others	26	17%
Bogor	1	1%	Income per Month		
Jakarta	10	7%	Rp 1.500.000 - 3.000.000	75	50%
Klaten	2	1%	Rp 3.000.001 - 4.500.000	48	32%
Surabaya	1	1%	Rp 4.500.001 - 6.000.000	18	12%
Solo	4	2%	> Rp 6.000.000	9	6%
Malang	2	1%			
Bali	1	1%			
Semarang	5	3%			
Purwokerto	2	1%			
Depok	1	1%			

Validation Question

This section is to know more the detail about the respondent. It is also to differentiate who know AFFAIRS store, who ever visited AFFAIRS store, and who once ever bought products in AFFAIRS store.

Table 4. 6 Validation question

Do you know AFFAIRS store		
Yes	150	100%
Have you ever visited AFFAIRS store		
Yes	150	100%
Have you ever shopped in AFFAIRS store		
Yes	100	67
No	50	33

Simple Linear Regression Analysis

Normality Test

In this research the normality test is used to know the effects of marketing mix towards brand equity dimensions.

Table 4. 7 One-sample Kolmogorov test

		Unstandardized Residual				
		Y1	Y2	Y3	Y4	Y5
N		150	150	150	150	150
Normal Parameters(a,b)	Mean	0.000	0.000	0.000	0.000	0.000
	Std. Deviation	0.593	0.576	0.562	0.522	0.653
Most Extreme Differences	Absolute	0.059	0.046	0.040	0.058	0.064
	Positive	0.039	0.046	0.039	0.058	0.039
	Negative	-0.059	-0.030	-0.040	-0.038	-0.064
Kolmogorov-Smirnov Z		0.722	0.568	0.486	0.712	0.783
Asymp. Sig. (2-tailed)		0.675	0.904	0.972	0.692	0.573

a Test distribution is Normal.

b Calculated from data.

From table above showed that the Asymp, Sig. value from Y1 until Y5 is above 0.05, which means the data are normally distributed.

The Effects of Marketing Mix Towards Brand Equity Dimensions (Brand Awareness, Brand Image, Perceived Quality, Brand Association, and Brand Loyalty)

Table 4. 8 Simple linear regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
X Y1 (Constant)	1.521	0.306		4.969	0.000
	X	0.688	0.098	0.499	7.003
X Y2 (Constant)	1.467	0.297		4.936	0.000
	X	0.650	0.095	0.489	6.814
X Y3 (Constant)	1.518	0.290		5.238	0.000
	X	0.701	0.093	0.526	7.532
X Y4 (Constant)	2.152	0.269		7.993	0.000
	X	0.495	0.086	0.426	5.724
X Y5 (Constant)	0.737	0.337		2.189	0.030
	X	0.728	0.108	0.484	6.736

a Dependent Variable: Y

From the results of statistical calculations with SPSS 13, it can be concluded that the regression coefficient is positive which means marketing mix (X) gives a positive effects towards every variable in brand equity (Y).

Hypothesis Test

Based on the calculation below shows that all models have a value of t is greater than t table, so Ho is reject. The statement means that there is a significant effect on marketing mix toward each of brand equity dimensions.

Table 4. 9 T-test

Model	t	df	t table	Sig	Conclusion
X Y1	7.003	148	1.976	0.000	There is a significant effect
X Y2	6.814	148	1.976	0.000	There is a significant effect
X Y3	7.532	148	1.976	0.000	There is a significant effect
X Y4	5.724	148	1.976	0.000	There is a significant effect
X Y5	6.736	148	1.976	0.000	There is a significant effect

Correlation Analysis

This research is using Pearson Correlation analysis to know the correlation between marketing mix towards brand equity dimensions.

Table 4. 10 Pearson Correlation analyses

Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
X Y1	0.499	0.249	0.244	0.595
X Y2	0.489	0.239	0.234	0.578
X Y3	0.526	0.277	0.272	0.564
X Y4	0.426	0.181	0.176	0.524
X Y5	0.484	0.235	0.229	0.655

The table above showed the result of Pearson correlation analysis with each of the correlation coefficient (r) is in the range of 0.400 to 0.599 based on Guilford scale, the correlation is in medium category which means there is a medium correlation on marketing mix towards each of brand equity dimensions.

Determination of Coefficient

Table 4. 11 Determination of Coefficient

Model	R	R Square	DC
X Y1	0.499	0.249	24.9%
X Y2	0.489	0.239	23.9%
X Y3	0.526	0.277	27.7%
X Y4	0.426	0181	18.1%
X Y5	0.484	0.235	23.5%

The results of the calculation on table above are:

- In model X Y1, the determination of coefficient is 24.9%. It showed that marketing mix (X) gives an effect as much as 24.9% towards brand awareness (Y1).
- In model X Y2, the determination of coefficient is 23.9%. It showed that marketing mix (X) gives an effect as much as 23.9% towards brand awareness (Y2).

- In model X₃, the determination of coefficient is 27.7%. It showed that marketing mix (X) gives an effect as much as 27.7% towards brand awareness (Y₃).
- In model X₄, the determination of coefficient is 18.1%. It showed that marketing mix (X) gives an effect as much as 18.1% towards brand awareness (Y₄).
- In model X₅, the determination of coefficient is 23.5%. It showed that marketing mix (X) gives an effect as much as 23.5% towards brand awareness (Y₅).

Conclusions and Recommendation

Conclusions

- It can be concluded that people who comes to AFFAIRS store whether customer or just visitors are mostly men with an age range 20 – 25 years old and have average income from Rp 1,500,000 – 3,000,000. They are mostly college student and living in Yogyakarta because AFFAIRS store based in Yogyakarta.
- The total of local brands that exist in AFFAIRS store are 13 local brands. These are *Affairs YK* itself from Yogyakarta; *Abscaly* from Bandung; *Desature* and *Enklave* from Pacitan, East Java; *Graceadoreable* from Solo; *Jackhammer*, *Jansober*, *Maroo*, *Jiro*, *QUTN*, *Tendos*, *Saturday Noodle Club (SNC)* from Jakarta; and *Whilegray* from Denpasar, Bali. All of them are men fashion and accessories such as, t-shirt, shirt, jacket, bag, shoes, wallet, belt, and bracelet.
- AFFAIRS store has promoting by world of mouth and social media. The social media that they use as a promotion tools are Instagram, Facebook, and LINE
- According to the questionnaire results, most of respondents answered that the price offered is tend to be not affordable. It is seen from the total mean from the statement of affordable price offered by AFFAIRS store. But, even so, most respondents also answered that price offered is in accordance with the product quality and the price is able to compete with the similar competitors.
- The place of AFFAIRS store can be concluded that its location is not strategic enough and not have enough space to park that makes difficult for people who wants to shop directly to the store. But, product placement in AFFAIRS store are arrange neatly that makes people comfortable to shop in there.
- From EFAS, AFFAIRS has opportunities with the total weighted score 1.5 and threats with the total weighted score -1.6. It can be concluded that AFFAIRS' threats factors have bigger affect than the opportunities factor. From IFAS, AFFAIRS has strengths with the total weighted score 1.99 and weaknesses with the total weighted score 1.535. It can be concluded that strengths factors of AFFAIRS store have bigger affect than the weaknesses factor.
- This research is using simple linear regression to know the effects on marketing mix (X) towards each of brand equity dimensions. The result showed that there is a significant effect and a medium correlation on marketing mix towards each of brand equity dimensions. Thus, the higher the marketing mix will also increase each of brand equity dimensions. The magnitude of the effect on marketing mix towards each of brand equity dimensions is showed by the determination of coefficient.

Recommendation

External

To be able to compete in this business, AFFAIRS should develop its strategy such as strengthen the concept of its store to be different and become attraction; and also increase the product quality with affordable price or right pricing strategy to make people will consider to buy products in AFFAIRS.

Internal

AFFAIRS store should make clear structure organization to make the employees work effectively and efficiently. Also, AFFAIRS should set 6 full-time employees with 1 store manager, 1 admin and finance, 2 marketing, 1 operation, and 1 human resource; 3 part-time employees to be shopkeeper and helps the exist divisions; and 1 outsource for photographer. In other hand, AFFAIRS needs to reduce its operational cost to maximize the profit and make more efficient plan cost management. Also, it is better for AFFAIRS store to have a website in order to gain more customer outside Yogyakarta.

Marketing Mix

To gain more customers, it is better for AFFAIRS to try in selling women fashion products and put some famous local brands in store such as because it is seems promising in the market. Also, AFFAIRS should keep its quality of the products so that customer will satisfy. AFFAIRS should set the right pricing strategy for their products to get more people are desire to buy the products in store, such as odd-even pricing or giving a discount price occasionally. The location that in a protocol road makes people passed the road with high speed and resulting they did not notice the existence of the store. Furthermore, it is not easy for them to stop by. Therefore, it is better for AFFAIRS store to move to right place with college environment, bigger space, and adequate parking lot so that people will notice the existence of AFFAIRS store. Also, the presence of bigger store sign with brighter light will people notice and find the store easily even at night. In order to improve its promotion and sales, AFFAIRS store could give cash back Rp 50,000 for people who come to the store; get a voucher discount after buying above certain price; make partnership with campus event. Those of promos will become a new attraction for AFFAIRS store to attract more customers.

Brand Equity

AFFAIRS store should increase its world of mouth instead of just using social media as its way to increase awareness. Also, create an event such as curated market and make a partnership with campus in Yogyakarta to increase awareness. According to analysis result about brand image of AFFAIRS store, it showed that respondents' perception was good. Thus, to make the keep the good image, AFFAIRS store should consistent in keeping its personality by selling the products that match with its personality which are simplicity, basic, effortless, and craftsmanship. It will makes people see that AFFAIRS store has a strong personality and different among its competitor.

From the questionnaire results, it showed that respondents have a positive feedback towards perceived quality of AFFAIRS store. To stay in that track, AFFAIRS should give the best quality of all products to make the price is reasonable for people to buy. Also, improve the human resource performance by doing a training to master the product and brand knowledge to make people see AFFAIRS store has personal staffs. To makes customers associate AFFAIRS as a store that sells high prestige products, it is better for AFFAIRS store to giving a compelling story about values of its products and story behind the design of its products. To make it happen, AFFAIRS should coherence with all local brands that exist in the store. AFFAIRS store needs to boost its brand loyalty to have more loyal customer. AFFAIRS should know exactly who their customers are and build one-to-one relationship with them. With that, AFFAIRS could listen to customers needs and focus on what they want. Giving a reward to customers could make AFFAIRS store have more of loyal customers. The rewards could be like giving one point per product purchased, 5 points when customers refer a friend to buy, and after 10 points is accumulated, the customer could redeem it for certain product.

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