

The Influence of Brand Equity of Wings Products on the Business Development of PT. Surya Setia Sejahtera during the Covid-19 Pandemic, Palu, Central Sulawesi

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Abstract

This study aims to determine the effect of the Brand Equity of Wings products on the business development of PT. Surya Setia Sejahtera Palu, using an explanatory research approach, while the total sample is 50 consumers of Wings products, with data collection techniques using a questionnaire. The calculation results, using multiple linear regression model analysis, based on the results of the F test, show that the Brand Equity Wings product, which consists of variables Brand awareness, Perceived quality, Brand association, and Brand loyalty jointly (simultaneously) have a significant effect on the business development variable of PT. Surya Setia Prosperous Palu. The t-test calculations show that the Brand awareness variable partially does not substantially impact the business development variable of PT. Surya Setia Prosperous Palu. While the variables Perceived quality (X₂), Brand association, and Brand loyalty partially have a significant influence on the Wings Product business development variable at PT. Surya Setia Prosperous Palu.

Keywords: Brand Equity; Development; Effort

BACKGROUND

The current growth of the business world is marked by the development of production and distribution techniques to increase the effectiveness and efficiency of work. This is very different from several centuries ago when the world's population was less dense than it is today, where production and distribution techniques were still simple so that the ability to produce and distribute goods to meet people's needs was minimal. In other words, the number of goods available could be more appropriate when compared to the number of requests, so the goods offered will be sold out (1).

Along with its development, the situation began to change with the existence of "marketing of relative plenty," namely the industrial revolution caused by innovation or discoveries in the field of knowledge and technology. So by itself, marketing activities are proliferating where producers can offer goods and services in larger quantities to meet their demand (2).

The coronavirus pandemic is not just a health disaster. The virus known as Covid-19 has caused havoc in the economic sector. A study says that if Covid-19 makes, Indonesia will experience a decline in the percentage of economic growth of 0.1% in 2020. In broad outline, the following is the real impact caused by Covid-19 on the distributor sector in Indonesia. The current Covid-19 pandemic has affected various sectors. At the global economic level, the Covid-19 pandemic has significantly impacted the domestic economy of nation-states (3).

The Organization for Economic Co-operation and Development (OECD) report states that this pandemic has implications for the threat of a sizeable economic crisis which is marked by the cessation of production activities in various countries, falling levels of public consumption, loss of consumer confidence, falling stock markets which ultimately leads to uncertainty (4). First, the OECD predicts that output levels will fall between a fifth and a quarter across countries, with consumer spending potentially falling by around a third. Second, this prediction also threatens the Indonesian national economy. Arnold Kristian Pakpahan said there were three implications for Indonesia regarding the Covid-19 pandemic: the tourism, trade, and investment sectors. Third, companies engaged in trade distributors are also seriously affected in terms of total orders, trade value, and the number of workers who lost their jobs due to this pandemic. This research aims to analyze the company's Brand and development during the Covid-19 pandemic.

Household and healthcare products are the most necessary part of human needs because they are directly related to daily needs and human health. Now, with the advancing times and changes in human lifestyles, human needs have changed, including the need for households and health care. The household needs and healthcare industries are highly developed and vary in price and type. From that, business competition is very tight and affects the household needs industry and health care from producers to consumers.

Developing the household needs industry and national health care has shown significant results. The household needs industry and health care in Indonesia from year to year play an increasingly important role in the development of the national industry, as well as in the overall economy, especially during the current Covid-19 pandemic, where people must constantly maintain and maintain their health, so they are not exposed to Covid-19.

PT. Surya Setia Sejahtera is a distributor of consumer goods products from wings in the Central Sulawesi region, which is engaged in the distribution of household products such as instant noodles, sugar, milk, soy sauce, packaged drinks, snacks, etc. and health care products, such as shampoo, body wash, toothpaste, laundry detergent, dish soap, floor cleaner, bathroom cleaner, etc.

The success of PT. Surya Setia Sejahtera cannot be separated from Wings ' ability to build and increase brand equity in the eyes of consumers. Brand equity can increase or decrease product or service value (5). The implementation obtained by PT. Surya Setia Sejahtera on brand equity in the effects it has distributed, thereby influencing the development of PT. Surya Setia Sejahtera as a distributor. This means that the development of PT. Surya Setia Sejahtera is inseparable from the contribution of the products it distributes, in other words, with the Wings product brand, as it is known that the development of a distributor company is influenced by the product brands it distributes. Brand equity is the strength or superiority of a brand that differentiates it from other brands. This is still related to consumer confidence, which can influence the value of products or services in the market.

Brand equity has four dimensions: brand awareness, perceived quality, brand association, and brand loyalty. These four dimensions are often used in brand equity valuation models (6). The brand equity dimension has also formed a single entity that has made the Wings product brand survive to this day in the minds of consumers of household products distributed by PT. Surya Setia Prosperous.

This study aims to analyze and determine Brand Equity Wings products which consist of Brand Awareness, Brand Association, and Brand Loyalty, simultaneously

influencing PT's development. Surya Setia Prosperous During the Covid-19 Pandemic, Palu, Central Sulawesi. And to analyze and find out whether Brand Equity Wings products consisting of Brand Awareness, Brand Association, and Brand Loyalty have partially influenced the development of PT. Surya Setia Prosperous During the Covid-19 Pandemic, Palu, Central Sulawesi.

METHOD

This research is one-of-a-kind explanatory or explanatory, determining the type of descriptive research. This research was conducted at PT. Surya Setia Sejahtera, located at Jalan Malonda Km. 6 Ex. Tipo, Kec. West Palu, Palu City .

The data analysis technique used in this study is multiple linear regression analysis (Multiple Regression). Dependent analysis (associated) with one or more independent variables (explanatory/independent variables) to estimate and predict population means or dependent variable values based on known different variable values (7).

The regression is also called multiple regression for regressions, where the independent variable consists of two or more. Because there are more than two variables, the regression in this study is called multiple regression. The regression equation in this study is to find out how much influence the independent or free variables have, namely brand awareness (X_1), perceived quality (X_2), brand associations (X_3) and brand loyalty (X_4), on business development (Y).

The analysis model in this study is Multiple Regression Analysis (Multiple Regression Analysis). According to Nur Asnawi and Masyhuri (2009: 181), the multiple regression model has independent variables $X_1, X_2, \dots, X_n$ with the dependent variable Y. So in a linear relationship, the formula in this study can be formulated as follows (8) :

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Information :

Y = Development Effort

a = Constanta

$b_1 - b_4$ = Regression coefficient

X_1 = Variable Brand Awareness

X_2 = Variable Perceived Quality

X_3 = Variable Brand Association

X_4 = Variable Brand Loyalty

e = error disturbances

RESULTS

Test Validity (Validity)

The validity test is a test of the error rate of the question items asked in the questionnaire. This test is carried out to maintain consistency with the questions asked.

Validity is a measure that indicates the instrument's level of validity or validity, namely by comparing the value of the r_{count} with the r_{table} . If the calculated r-value (corrected item-total correlation) is more significant than the r_{table} , which equals 0.30, then it can be said that the question item is valid. As seen in Table 1 as follows:

Table 1. Validity Test Results

No.	Variable	corrected item-total correlation	Information
1	Brand Awareness (X1)		
	X1.1	0.309 _	Valid
	X1.2	0.4 00	Valid
	X1.3	.510 _	Valid
	X1.4	0.446 _	Valid
2	Perceived Quality (X2)		
	X2.1	0.411 _	Valid
	X2.2	0.519 _	Valid
	X2.3	0.5 97 _	Valid
	X2.4	0.4 85 _	Valid
3	Brand Association (Brand Association) (X3)		
	X 3 .1	0.504 _	Valid
	X 3 .2	0.50 5	Valid
	X 3 .3	0.300 _	Valid
	X 3 .4	0.423 _	Valid
4	Brand Loyalty (Brand Loyalty) (X4)		
	X 4 .1	.357 _	Valid
	X 4 .2	0.5 66	Valid
	X4.3 _ _	0.429 _	Valid
	X4 .4 _	0.369 _	Valid
5	Development (Y)		
	Y1.1	0.45 9 _	Valid
	Y1.2	0.61 4 _	Valid
	Y1.3	0.301 _	Valid
	Y1.4	0.5 37	Valid

Source: Data Processing Results for 2022

Because the validity test in this study is used to measure the error rate of each statement item submitted in a questionnaire or to measure whether a questionnaire is valid/appropriate, then based on Table 1 above, it shows that the r-count value > r-table or the corrected item value -total correlation is more significant than 0.30, it can be said that all data or all questionnaire items state both brand awareness, perceived quality, brand association, and brand loyalty, as well as business development PT. Surya Setia Prosperous Palu, with the number of respondents as many as 5 0 people and 2 0 the number of valid/legitimate questionnaire results statements appropriate for research.

Test Reliability or Reliability (Reliability)

A reliability test is a tool for measuring a questionnaire which is an indicator of a

variable or construct (8). A build or variable is reliable if Cronbach's alpha is higher than 0.60.

The results of testing the reliability of the data with 80 respondents Product Wings at PT. Surya Setia Sejahtera Palu shows that the independent variable (X) and the dependent variable (Y) produce a Cronbach alpha coefficient of over 0.60. Testing the reliability of the results more clearly can be seen in table 2 as follows:

Table 2. Reliability Test Results

Variable	Alpha Cronbach	Information
Brand awareness (X1)	0.633 _	Reliable
Perceived quality (X2)	0.706 _	Reliable
Brand associations (X3)	0.619 _	Reliable
Brand loyalty (X4)	0.627 _	Reliable
Business development (Y)	0.682 _	Reliable

Source: Data Processing Results for 2022

Because the reliability test in this study was used to measure the reliability of the statements on the results of the questionnaire, in which a questionnaire is said to be reliable or reliable if one's answers to comments are consistent or stable. So from the results obtained in Table 2 above, the data used is reliable because Cronbach's alpha coefficient value is over 0.60. So from testing the validity and reliability, all data is valid and reliable.

Classic assumption test

Multicollinearity Multiple Regression Assumption Test

To see whether there is multicollinearity in this study, it can be seen through the results of calculating the variance value inflating factor (VIF), where if the value of the variance boosting factor with a tolerance number close to 1, then the data presented does not occur multicollinearity.

From the results of data processing collected in the field, it shows that the variables analyzed are the inflating factor values, and their tolerance numbers indicate that multicollinearity does not occur, with the VIF value being 1,000, the cut-off values used to indicate the presence of multicollinearity are:

The results of processing the data collected show that Brand awareness (X1) has a tolerance value of 0.427 and a VIF value of 2.339. In contrast, the variable Perceived quality (X2) has a tolerance value of 0.533 and a VIF value of 1.875, Brand association (X3) with a tolerance value of 0.406 and a VIF value of 2.464, and Brand loyalty (X4) with a tolerance value of 0.323 and a VIF value of 3.094.

The multicollinearity test in this study showed no correlation value between the independent variables. Because the deal was > 0.10 , multicollinearity did not occur, as shown in Table 3 as follows:

Table 3. Multicholine aridity test results

Collinearity Statistics		
Independent Variable	Tolerance	VIEW
Brand awareness (X1)	0.427	2,339
Perceived quality (X2)	0.533 _	1,875
Brand associations (X3)	0.406	2,464

Brand loyalty (X4)	0.323 _	3, 094
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Source: Primary Data After Processing in 2022

Heteroscedasticity Multiple Regression Assumption Test

This heteroscedasticity assumption test is intended to determine whether the absolute residual variation is the same (homoscedasticity) or not the same (heteroscedasticity) for all observations (9). Suppose the assumption of non-occurrence of heteroscedasticity is not met. In that case, the estimator will no longer be efficient in small and large samples, and the estimated coefficients can be less accurate. For more details, the research results can be seen in Figure 1 as follows :

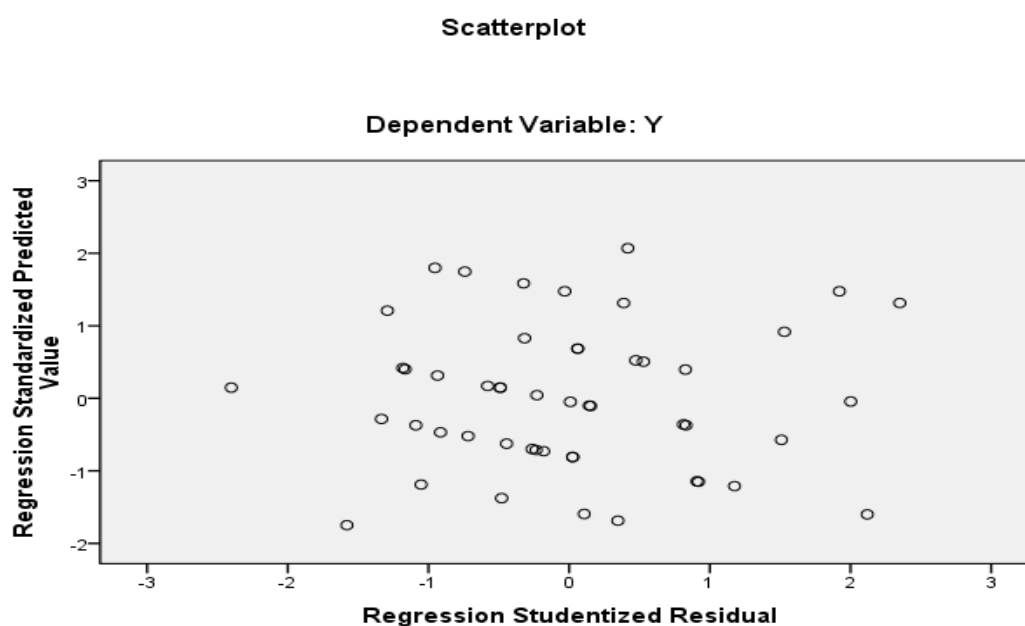


Figure 1. Heteroscedasticity Assumption Test

From the graphical analysis results, Figure 1 shows that the dots appear randomly distributed, without forming a clear pattern, and are scattered above and below zero on the Y axis. Hence, the variables analyzed do not occur in a heteroscedasticity manner.

Test of Normality Multiple Linear Regression Assumptions

The normality test is used to test whether, in a regression model, the dependent variable and independent variable are normally distributed or not. To detect it, you can look at the spread of data (dots) on the diagonal axis of the graph, spread it around, and follow the line. For details, it can be seen in Figure 2 as follows:

Normal P-P Plot of Regression Standardized Residual

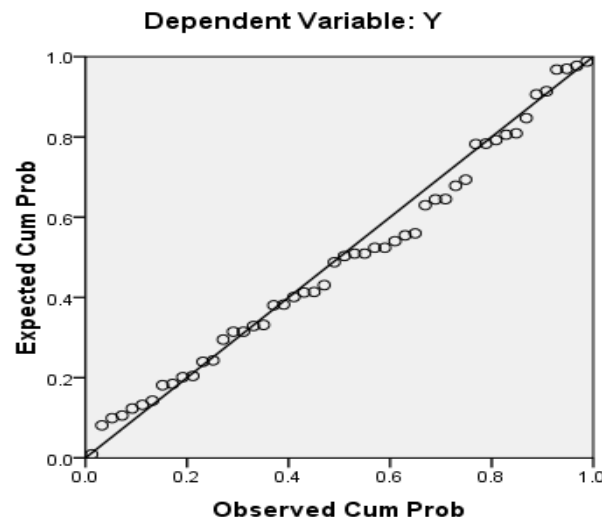


Figure 2. Normality Assumption Test

The results of the graphical analysis in Figure 2 show that the visible points spread around the line and follow the direction of the diagonal line. Thus this regression model is usually distributed.

Autocorrelation Multiple Regression Assumption Test

In the assumption of the regression model, autocorrelation is defined as the occurrence of a correlation between observational data, where other data influence the appearance of one data. A good regression model is a regression that is free from autocorrelation to determine whether the reversal is free from autocorrelation by looking at the Durbin-Watson value, which is close to number 2 or more. Gujarati (2003:79) detects autocorrelation in the regression equation model by passing Durbin Watson according to the following conditions :

DW < 1.10	= there is autocorrelation
DW 1.11 – 1.54	= no conclusion
DW 1.55 – 2.46	= no autocorrelation
DW 2.47 – 2.90	= no conclusion
DW > 2.91	= there is autocorrelation

In this study, it is known that the value of Durbin Watson is 1.698. Thus by the assumptions put forward by Gujarati, the regression model in this study is free from autocorrelation at the level of no autocorrelation.

Analysis of Research Results

Multiple Linear Regression Analysis

linear regression analysis will discuss the correlation coefficient, determination coefficient, regression equation, regression coefficient, and partial correlation coefficient for regression involving more than one independent variable.

The data obtained from the research results in the field is then analyzed using qualitative and quantitative analysis, where quantitative analysis is used to prove the hypothesis proposed using multiple linear regression analysis. At the same time, qualitative analysis is used to explain the evidence from quantitative research.

Proof by qualitative analysis is intended for testing the variation of the multiple linear regression model tool used in explaining the independent variable (X) to the dependent variable (Y) by trying the significance of the regression coefficient.

The results of calculations using multiple linear regression models are obtained with the value of the regression coefficient, as seen in Table 4 as follows:

Table 4. Results of Multiple Linear Regression Processing

Dependent Variable Y = Business Development						
Variable	Reg. Coeff	std. Error	Betas	t count	t table	Sig
C = Constanta	0.122	0.240		0.507		0.614 _
X1 = Brand awareness	0.139	0.081	0.141	1,720	2,009	0.092
X2 = Perceived quality	0.359	0.065	0.401	5,489	2,009	0.000 _
X3 = Brand association	0.336	0.084	0.336	4,011	2,009	0.000
X4 = Brand loyalty	0.214	0.091	0.220	2,342	2,009	0.024 _

R-Square = 0.872 F count = 7 6.344

Adjusted R-Square = 0.860 F table = 2.57 8

Durbin-Waston = 1.69 8 Sig F = 0.000

Source: Processed data for 2022

Based on the calculation results obtained, shown in table 1 above, the regression equation is obtained, which is stated as follows:

$$Y = 0,122 + 0,139 (X_1) + 0,359 (X_2) + 0,336 (X_3) + 0,214 (X_4)$$

Where :

$\beta_0 = 0.122$, meaning that if Brand awareness (X1), Perceived quality (X2), Brand association (X3), and Brand loyalty (X4) are equal to zero, then the business development value is 0.122 points.

$\beta_1 = 0.139$, meaning that the regression coefficient of the Brand awareness variable (X1) is 0.139, stating that every time there is an increase of 1 point in Brand awareness (X1), it will increase Business development (Y) by 0.139 points, assuming Perceived quality (X2), Brand association (X3) and Brand loyalty (X4) are constant or equal to zero.

$\beta_2 = 0.359$, meaning that the regression coefficient of Perceived quality (X2) is 0.359, stating that every time there is an increase of 1 point in Perceived quality (X2), it will increase business development (Y) by 0.359 points. Assuming Brand awareness (X1), Brand association (X3), and Brand loyalty (X4) are constant.

$\beta_3 = 0.336$, meaning that the Brand association regression coefficient (X3) is 0.210, stating that every time there is an increase of 1 point in Brand association (X3), it will increase Business Development (Y) by 0.210 points. Assuming Brand awareness (X1), Perceived quality (X2), and Brand loyalty (X4) are constant.

$\beta_4 = 0.214$, the regression coefficient for Brand loyalty (X4) is 0.214, stating that for every increase in the value of Brand loyalty (X4), it will increase Business Development

(Y) by 0.232 points. Assuming Brand awareness (X1), Perceived quality (X2), and Brand association (X3) are constant.

The correlation coefficient value of 0.872 (87.2 %) indicates that there is a strong relationship between variables Brand awareness (X1), Perceived quality (X2), Brand association (X3), and Brand loyalty (X4), to the variable Business development (Y), with coefficient intervals 0.7 0 – 0.8 99 (Sugiyono, 2004). Likewise, Adjusted R Square (coefficient of determination) of 0.860 indicates that 86 % of business development is determined by variable Brand awareness (X1), Perceived quality (X2), Brand association (X3), and Brand loyalty (X4) so that there are 14 % of other variables that do not explain business development variables, which are not identified in this study, namely market segmentation, service quality, distribution channels, sales marketing, and publicity.

Verification of the First Hypothesis (Test F)

The F-test analysis carried out is intended to prove the hypothesis that Brand awareness (X1), Perceived quality (X2), Brand association (X3), and Brand loyalty (X4) jointly (simultaneously) influence the business development of PT. Surya Setia Prosperous Palu.

The F statistic test (simultaneous significance test) shows whether all the independent variables (X) are included in the model and have a positive influence together on the dependent variable (Y). The F test compares the probability value with the alpha value (α) = 0.05. The F test also has a significant effect if the probability value (sig) is less than the alpha value ($\alpha < 0.05$) or $0.05 > 0.000$.

From the results of calculations obtained using multiple linear regression model analysis, received F-count and F - table of 7 6, 344 > 2, 578 with a probability level of 0.00 0 (significant), with a probability value much more minor than 0.05, this indicates that the variables Brand awareness (X1), Perceived quality (X2), Brand association (X3) and Brand loyalty (X4), simultaneously (simultaneously) has a significant effect on the business development variable (Y) of PT. Surya Setia Sejahtera Palu, or the first hypothesis of this research, can be accepted as valid.

Partial Verification of the Hypothesis (t-test)

Answer the hypothesis regarding the effect of each variable is carried out using the t-test. This partial effect test is intended to determine whether there is an influence of one independent variable (X), namely; variable Brand awareness (X1), Perceived quality (X2), Brand association (X3), and Brand loyalty (X4), to the dependent variable (Y), namely business development.

The t-test was carried out to partially test the significance of the regression coefficient (β) by comparing the probability value with the alpha value (α) = 0.05. The t-test will have a significant effect if the calculation results $p < 0.05$, further to find out more clearly how each independent variable influences the dependent variable, stated as follows:

Variable Brand Awareness (X1) Has a Partial Influence on Business Development Variable (Y)

The results of t - count and t - table $X_1 = 1, 720 < 2, 00 9$ at the 5% error level or probability value $0.05 < 0.0 92$, shows that Brand awareness (X1) significantly partially does not have a significant effect on the variable Business development (Y) PT. Surya Setia Prosperous Palu.

Variable Perceived Quality (X2) Partially Influence on Business Development Variables (Y)

Result t - count and t - table $X_2 = 5,489 > 2,009$ at an error level of 5% or probability value $0.05 > 0.000$. This indicates that the variable Perceived quality (X2) partially has a significant effect on PT's business development variable (Y). Surya Setia Prosperous Palu.

Brand Association Variable (X3) Has Partially Influenced Business Development Variable (Y)

Result t - count and t - table $X_3 = 4,011 > 2,009$ at the error level 5% or probability value $0.05 > 0.000$, this shows that variable Brand association (X3) by way of partial has a significant effect on the business development variable (Y) of PT. Surya Setia Prosperous Palu.

Brand loyalty variable (X4) Partially Influence Business Development Variables (Y)

The results of t - count and t - table $X_4 = 2.342 > 2.009$ at an error level of 5 % or probability value $0.05 > 0.024$ This shows that the Brand loyalty variable (X4) partially has a significant influence on the business development variable (Y) of PT. Surya Setia Prosperous Palu.

Thus, the second hypothesis is Brand Equity Wings products consisting of Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty partially influence the development of PT. Surya Setia Prosperous During the Covid-19 Pandemic in Palu, Central Sulawesi, where only the Brand Awareness variable had no significant effect, while the Perceived Quality, Brand Association, and Brand Loyalty variables partially influenced the development of PT. Surya Setia Prosperous During the Covid-19 Pandemic, Palu, Central Sulawesi.

DISCUSSION

Simultaneous Influence of Product, Price, Promotion, and Distribution Channel Variables Against Purchasing Decisions

As it is known that PT. Surya Setia Sejahtera Palu is a distributor company, a business entity or individual responsible for distributing trading products, goods, and services to retailers or ends consumers. In this case, PT. Surya Setia Sejahtera Palu only takes Wings products that are ready and ready to use without the need to modify them. PT. Surya Setia Sejahtera Palu benefits from discounts on purchasing products from manufacturers. PT. Surya Setia Sejahtera Palu is a distributor with excellent marketing opportunities, but competition is unavoidable. With so many competitors engaged in distributorship with similar products, the opportunities in marketing could be more comprehensive. Still, the role of the Brand (Brand equity) is one of the factors that can drive consumer interest in these products. Of course, this will increase sales. The increase in sales will have an impact on the business development of PT. Surya Setia Sejahtera Palu is the distributor of Wings products.

Results of this study indicate that Brand equity consisting of Brand awareness, Perceived quality, Brand association, and Brand loyalty variables, turns out to have a simultaneous and significant influence on the business development of PT. Surya Setia Sejahtera Palu, with contributions R -Square of 0.860 _ or be on a solid relationship level. It means that brand equity has a relationship (influence) on the business development of PT. Surya Setia Prosperous Palu. It can be explained that if customers tend to buy a brand even

though they are faced with competitors who offer superior products, for example, in terms of price and practicality, the Brand has high brand equity.

Likewise, the results of this study indicate that consumers can always remember the wing product brand because it gives a perception of suitability between price and benefits felt by consumers. Besides this, wing product brands are always attractive to get consumers' attention. For example, detergent brands Data, So Klin, Top Kopi, and many more were first offered to the market. Wings product brands have always received attention from consumers. Of course, this is a distinct advantage for PT. Surya Setia Sejahtera Palu is the distributor of the wings product brand.

The Effect of Brand Awareness on Business Development

results of this study indicates that the brand awareness variable partially does not significantly influence the business development of PT. Surya Setia Prosperous Palu, especially during the Covid-19 pandemic.

Analysis of the research results indicates that Brand awareness is a variable that has no effect significant to the business development of PT. Surya Setia Sejahtera Palu, it can be explained that the young wings product is well remembered by consumers but only sometimes an option for consumers. Still, sometimes consumers buy a product because of the price, quality, or attributes attached to a product, so that business development will remain the same.

The Effect of Perceived Quality Against Business Development

The results of this study indicate that the variable Perceived quality partially has a positive and significant effect on the business development of PT. Surya Setia Prosperous Palu.

The research shows that Perceived quality influences business development. It can be explained by the Perceived quality of Wings products offered by PT. Surya Setia Sejahtera Palu, where consumers always pay attention to the expiration date of Wings products and the suitability of the expiration date with the durability of the product, meaning that this will generate confidence in the development, as well as the appropriateness between the benefits and the price offered and the consistency of the quality of the product, these things will have an impact on the business development of PT. Surya Setia Sejahtera Palu because of the increase in sales.

Brand Association Influence Against Business Development

The results of this study indicate that the Brand is an association variable. It turns out that part has a positive and significant influence on the business development of PT. Surya Setia Prosperous Palu.

Analysis of the research results indicates that Brand is an associated influence on the business development of PT. Surya Setia Sejahtera Palu, it can be explained that the very diverse brands and types of wing products are one of the advantages for PT. Surya Setia Sejahtera Palu is a distributor. This is because the source of income is obtained from various types and brands of these products. Moreover, the Wings brand and product types are well known to the public. It is easy to find at retailers because they have high credibility, so retailers always accept Wings products for sale to consumers. This Brand is an associated influence on the business development of PT. Surya Setia Sejahtera Palu because it provides a significant advantage for the company.

The Effect of Brand Loyalty Against Business Development

results of this study indicates that the brand loyalty variable has a positive and significant influence on the business development of PT. Surya Setia Prosperous Palu.

Analysis of the research results shows that Brand loyalty affects the business development of PT. Surya Setia Sejahtera Palu, it can be explained that consumers always remember the Wings product brand because of the trust in the suitability of the perceived benefits with the price offered, making consumers always use Wings products for household needs, so this creates comfort in using these products. Thus, Brand loyalty to Wings products influences the business development of PT. Surya Setia Sejahtera Palu, because of consumer confidence in using these products.

CONCLUSION

This study concludes that the calculation results, using multiple linear regression model analysis, based on the results of the F test, obtained F-count and F - table of 7 6, 344 > 2, 578 with a probability level of 0.00 0 (significant), much smaller than the probability value of 0.05, this indicates that the variables Brand awareness (X1), Perceived quality (X2), Brand association (X3) and Brand loyalty (X4), simultaneously has a significant effect on the business development variable (Y) of PT. Surya Setia Prosperous Palu. Then the results of the t-test calculations show that the Brand awareness variable (X1) partially has no significant effect on the Business development variable (Y), with the results of the t-test and t - table $X_1 = 1.720 < 2,009$ at the 5% error level or probability value $0.05 < 0.092$. While the variable Perceived quality (X2) with test results t - count and t - table $X_2 = 5,489 > 2,009$ at an error level of 5% or probability value $0.05 > 0.000$, Brand association (X3) with t - count test results and t - table $X_3 = 4,011 > 2,009$ at the error level 5% or probability value $0.05 > 0.000$, and Brand loyalty (X4) t - count and t - table $X_4 = 2.342 > 2.009$ at an error level of 5 % or probability value $0.05 > 0.024$, partially each has a significant influence on the business development variable (Y) PT. Surya Setia Prosperous Palu.

SUGGESTION

Recommendations for suggestions should provide to the leadership of PT. Surya Setia Sejahtera Palu recommends that the Wings company continue to pay attention to the suitability of price and quality because, from the results of this study, Perceived quality has the most decisive influence, and this will have an impact on trust always to be the choice because it can be found in every kiosk and supermarket.

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