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Analysis of Distributor Company Branding Design Implementation on Sales of Oil Products and Motorcycle Parts at CV. Excel Mitra Sejati Palu Branch

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Abstract: This study aims to analyze the implementation of the company's branding design on the sale of oil products and motorcycle parts at CV. Excel Mitra Sejati Palu Branch. This research uses descriptive qualitative methods with interview techniques with 27 informants who are owners or managers of workshops. The results showed that visual identities such as logos, uniforms, note stamps, and operational vehicles increase customer trust, strengthen loyalty, and form a professional image of the company. The identity also encouraged some new workshops to make first-time purchases. However, personal relationships with salespeople remain an important influence on purchasing decisions. Declining economic conditions did not significantly reduce customer loyalty to Excel, as product quality and service consistency were prioritized over price. Overall, the implementation of branding design at CV. Excel Mitra Sejati contributes to increased sales by building trust and emphasizing the company's superiority over competitors.

Key words: Branding, Customer, Loyalty, Sales, Visual Identity.

INTRODUCTION

The rapid development of technology has brought changes in various aspects of life, including in the business world. The transformation from conventional to digital business models raises new challenges, where businesses are required to utilize digital media in marketing, with the main supporting factor being an attractive identity design. A strong visual identity aims to allow consumers to recognize and distinguish products or services from competitors. Branding is an important element in building consumer trust and interest, while increasing sales. Branding academically includes elements such as logo, name, visual identity, brand awareness, and brand image, which are designed to strengthen a company's position in the market [1].

In the motorcycle parts and oil distribution sector, the development of the automotive industry in Indonesia shows positive growth. Data from the Ministry of Industry noted that the automotive sector grew 10.64% in 2022, surpassing the global average of 3.1%. The need for spare parts and oil also increases along with the growth in the number of motorized vehicles. In the first half of 2024, motorcycle sales in Indonesia showed fluctuations, but continued to record high numbers above 400,000 units per month. This reinforces the projected growth of the motorcycle parts and oil distribution sector. Although market opportunities are vast, competition in the oil and parts distribution business is fierce. Companies without strong branding face difficulties building brand recognition and customer loyalty [2].

CV. Excel Mitra Sejati is a distributor of PDX, Yamada, and MHM Spareparts brand motorcycle oils and spare parts operating in Palu. In marketing its products, the company uses the canvassing method, which is a direct communication activity without an appointment to offer products to consumers. The media used in canvassing include social media, chat, telephone, email, and direct visits. However, CV. Excel Mitra Sejati faces a big challenge in the form of a lack of recognition of the company's identity in the market. Many potential customers are not familiar with the

company, the products sold, or the credibility of CV. Excel Mitra Sejati, thus negatively impacting the level of trust and purchasing decisions [3].

To overcome this problem, companies need to build a strong and memorable visual identity (branding). A good visual identity, including a distinctive design look, can increase brand recall and build consumer trust. For example, PT Bimasakti Energi Indonesia has successfully strengthened brand awareness through the use of uniform designs, business cards, and modified operational vehicles. Attractive identity design is proven to influence consumer purchasing decisions. The more unique and attractive the identity design of a product, the more likely it is to attract the attention of potential customers [4].

In Palu City, CV. Excel Mitra Sejati competes with several oil and spare parts distributors, such as Goshen Mart, which is an authorized distributor of Yamaha products. However, CV. Excel Mitra Sejati has a competitive advantage through active canvassing methods inside and outside Palu City, compared to Gosyen Mart which only sells on the spot. CV. Excel Mitra Sejati has 222 workshop customer data, with around 60 active customers every month. With a canvassing approach and strengthened branding, the company has the potential to increase the effectiveness of brand identity dissemination and drive sales growth [5].

In the context of small and medium enterprises (MSMEs) such as CV. Excel Mitra Sejati, branding is an important strategy to differentiate themselves from competitors and build consumer loyalty. Therefore, this study aims to analyze the application of the company's branding design in increasing sales of motor oil and spare parts products at CV. Excel Mitra Sejati Palu branch [6].

Research Objectives

The objectives to be achieved from this research are found, namely to analyze the implementation of branding design can describe the increase in sales of oil products and motorcycle parts from CV. Excel Mitra Sejati Palu branch [7].

LITERATURE REVIEWS

Marketing Management

Marketing is identifying and fulfilling human and social needs. One good and short definition of marketing is meeting needs in a profitable way. According to marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return [8].

According to Sunyoto marketing is a social process that involves individual actions in a managerial process to get what they need or want through the creation, offering, and exchange of products of value to other people or groups [9].

Marketing can be defined as an activity in which companies, by trying to anticipate the needs of customers or clients, direct the flow of goods and services that meet the needs of customers or clients to achieve company goals in the hope that these goods and services are of value to other people or groups.

As proposed by marketing is basically a social process in which individuals and groups get what they want and need by developing, offering, and freely exchanging products of value with other parties [10].

Technological Developments in Marketing

Technological advances have shifted marketing methods from conventional to digital, requiring businesses to utilize digital media to build a more attractive product identity. The utilization of digital technology is an opportunity to expand the market, increase competitiveness, and become an important part of Indonesia's economic revival, especially after the Covid-19 pandemic.

Digital Marketing

Digital marketing is a digital media-based marketing method, which allows companies to reach consumers effectively and efficiently. Digital media, such as social media, is the main means of conveying information and building interactions with potential customers. In addition to online media, offline media such as business card designs, uniforms, logos, and letterheads, which are created using digital technology, also play a role in strengthening corporate identity [11].

Design

According to Wahyuningsih design is defined as the process of creating effective visual communication by combining visual elements such as color, typography, illustration, photography, and layout to convey messages to the audience in a clear and attractive manner. humans always have a relationship with design objects in their daily activities. Design has given meaning and value to human daily life which is seen as a solution to existing problems. Design is a visual element designed and developed with a specific purpose, the design is processed according to the needs of advertisers or packaging needs. In another sense, design is an effort to describe ideas about shape, appearance, color, size, and layout along with other elements that form the identity and face of an object or subject [12].

Brand

According to Diarta et al the definition of a brand according to the American Marketing Association, a brand is defined as a name, term, sign, symbol, or design, or a combination of all of them that are intended to identify goods and services from one seller or group of sellers and to distinguish them from competitors' products.

Brands are created to persuade potential consumers of the standardized superiority of a product's quality, reliability, social status, value, or safety. Brand indicates that every product that bears a certain brand comes from the same manufacturer, distributor, or origin. in creating a brand for a product or service must try to build a strong relationship between the products or services offered by the company and its customers. This makes the company strong competitiveness of its products or services and makes it difficult for competitors to imitate [13].

Branding

Like brands, branding also has several definitions depending on the angle from which it is used. Branding is understood as publicity, advertising, and promotional activities. In an academic point of view, branding is a process of designing a brand which includes several elements such as logo, name, identity, designing brand awareness, and creating an image of the brand which is done through various design methods.

Previous Research

Various empirical studies that have been conducted previously show that branding strategies have a very important role in efforts to increase sales, by strengthening consumer perceptions of the quality and professionalism of a company. This is reinforced by the findings of Nofiana and Utami which suggest that the implementation of the right branding strategy can form a positive image in the eyes of consumers, which ultimately contributes to increasing the competitiveness of products and companies as a whole. In addition, Cahyadiana also revealed that product design elements, including aspects of visual appearance, have a significant influence on consumer buying interest. An attractive and recognizable design can be a strong differentiating factor between one product and another, which is important to attract consumer attention in an increasingly competitive market. Similar research conducted by Gustini shows that product design not only plays a role in attracting consumer attention, but also directly affects sales volume. Furthermore, Gustini added that if this product design is combined with good service and a personal approach to consumers, then its effect on sales becomes more optimal, because consumers feel more valued and cared for, which ultimately encourages purchasing decisions [14].

Proposition

Based on the research conceptual framework, the propositions that can be taken are as follows:

PR1: Implementation of company branding design at CV. Excel Mitra Sejati can increase sales from CV. Excel Mitra Sejati Palu branch.

PR2: Implementation of the company's branding design at CV. Excel Mitra Sejati Palu branch does not increase sales.

PR3: Promotion from competitors reduces the relationship between branding and sales of CV. Excel Mitra Sejati Palu branch.

PR4: Local economic conditions moderate the relationship between branding and product sales of CV. Excel Mitra Sejati.

RESEARCH METHODS

The method used in this research is qualitative research method. By using qualitative methods, researchers can analyze how the implementation of company branding can create an increase in sales of oil products and motorcycle parts from CV. Excel Mitra Sejati Palu branch. Qualitative research also allows researchers to obtain more accurate data by interacting directly with informants, so that the information obtained can provide a more comprehensive understanding of the company's branding implementation [15].

Location and Place of Research

The research was conducted at CV. Excel Mitra Sejati Palu branch. This location was chosen because it has a significant customer base of 222 customers with around 60 active customers per month. The object of research includes branding design elements such as logos, colors, typography, and other visual identities and their relation to sales [16].

Data Collection Methods

1. Observation. According to Poerwandari observation is an activity of paying attention accurately, looking for problems, and considering the relationship between aspects. Observations were made directly to the implementation of branding at the sales location as well as promotional materials such as posters, billboards, uniforms, and notes. Researchers also observed customer interactions with the brand before and after the implementation of branding.
2. Interview. According to Fadhallah interviews are face-to-face conversations to extract information, while Cash and Stewart call it an interactive communication process between two parties to obtain data related to a phenomenon. Interviews were conducted with 27 regular customers of CV. Excel Mitra Sejati to determine the effect of branding design on purchase intention and purchase frequency.
3. Documentation. According to Dian et al. documentation is a search for data in the form of notes, transcripts, books, or other documents. Researchers collect data such as logos, note designs, billboards, quarterly sales reports, and marketing materials before and after branding is implemented.

Research Informants

Research informants were selected using purposive sampling technique, with the criteria of regular customers of CV. Excel Mitra Sejati Palu branch. A total of 27 key informants were determined, namely customers who have actively transacted over the past year and are considered relevant to the research objectives [17].

Data Validity

According to Zuldafrial data validity can be understood as a synonym for the concepts of validity and reliability in quantitative research, which are then adapted to the rules, criteria, and paradigms

typical of qualitative research. Data validity refers to the level of trust and truth of the results of a study. Lincoln and Guba in Wijaya state that in qualitative research, reality is plural and dynamic, so the results are not consistent or repetitive with the same pattern. To achieve data validity, a data collection process through triangulation techniques is needed [18].

Data Analysis

Data analysis was carried out through three stages:

1. Data Reduction, which summarizes the results of observations, interviews, and documentation to focus on relevant information.
2. Data Presentation, in the form of descriptive narratives based on the results of interviews with 27 regular customers.
3. Conclusion and Verification, to assess the effect of branding design implementation on sales, which was then verified through source triangulation between informants.

Research Stages

This research followed four stages as described by Arifin as follows:

1. Pre-Field: Researchers prepare interview questions, make initial observations, and schedule meetings with informants.
2. Field Process: Data collection was conducted through interviews, documentation, and recording observations at the research location.
3. Data Analysis: Interview recordings were transcribed and the data was organized descriptively for easy analysis.
4. Reporting: Research results were summarized and compiled in the form of a descriptive narrative report.

Operational Definition of Variables

This study uses two main variables, namely corporate branding and sales.

Branding is defined as the ability of customers to recognize, remember, and associate the CV. Excel Mitra Sejati after the implementation of the new branding design. The measurement indicators include:

1. Identity recognition - The ability to recognize the visual elements of the company.
2. Top of mind awareness - The frequency of spontaneous mention of the company name.
3. Brand recall - The ability to remember the brand name without visual assistance.
4. Brand recognition - The ability to recognize the brand from the visual elements shown.

Sales are defined as changes in the number of transactions, frequency of purchases, and sales value after the implementation of new branding at CV. Excel Mitra Sejati. Measurement indicators include:

1. Number of quarterly transactions - Measured based on interview results regarding workshop transactions before branding.
2. Regular customer purchase frequency - Measured from purchase records per customer after the branding was carried out.
3. Average transaction value - Calculated from total monthly sales divided by the number of transactions in the same period [19].

RESEARCH RESULTS AND DISCUSSION

Research Results

Table 1. Interview Results Category 1

Category	Theme	Dominant Answer	Number of Informants
Company Introduction	Excel Introduction	Didn't know before sales came to the workshop	15 of 27
	Top of mind distributor	Excel was not the first one mentioned	20 of 27

Source: Interview Results, 2025

From the first category of interviews, it was found that CV. Excel Mitra Sejati did not have a strong brand position in the minds of consumers before direct interaction, but managed to build recognition through a personal sales approach and the strength of recommendations from the workshop network and relatives.

In general, the initial introduction to CV. Excel Mitra Sejati among workshops in Palu City did not come from formal branding media, but from direct interaction either through sales visits, or recommendations from other workshops and relatives.

This shows that the company's branding strategy still relies heavily on personal communication and informal networks. Although the company has not yet become top of mind as an oil and spare parts distributor, personal approach and the right momentum (such as when a workshop is just starting a business) are key factors in forming the first impression and building initial trust in the company.

Table 2. Interview Results Category 2

Category	Theme	Dominant Answer	Number of Informants
Company Identity Introduction	Familiarity with logo	Familiar/very familiar	19 of 27
	Recognize without logo	Still recognize without the logo	15 of 27
	Importance of visual identity	Agree/strongly agree	22 of 27

Source: Interview Results, 2025

From the results of the second category analysis on the Introduction of CV Corporate Identity. Excel Mitra Sejati can be drawn a conclusion that the visual identity of CV. Excel Mitra Sejati is quite well known by the majority of informants, but the main strength in the introduction of corporate identity still lies in the personal relationships built by the sales team. However, visual elements such as logos, uniforms, and note stamps are still seen as important as authenticity assertions and verification tools that strengthen customer trust [20].

Informants can generally recognize company logos and visual elements to varying degrees, but beyond that, they tend to identify Excel from proximity to the sales person or direct experience in interacting. On the other hand, visual identity still plays an important role, especially in differentiating Excel from other distributors and preventing misunderstandings or fraud. The combination of personal closeness and visual identity becomes a complementary branding force in building trust and company recognition in the eyes of workshop customers.

Table 3. Interview Results Category 3

Category	Theme	Dominant Answer	Number of Informants
Workshop Transactions with the Company	Quarterly purchase volume	11 (3-15 boxes), 11 (16-30 boxes), 5 (31-120 boxes)	27 total
	Effect of visual identity on purchase	Experienced an increase in purchase	17 of 27
	Initial transaction decision	Decided after seeing the visual identity	16 of 27
	Loyal despite economic downturn	Remain loyal despite the economic downturn	27 of 27

Source: Interview Results, 2025

From the results of the analysis of the third category regarding Workshop Transactions with CV. Excel Mitra Sejati can be drawn a conclusion that the majority of workshops that are customers of CV. Excel Mitra Sejati show purchasing behavior tailored to the scale of their business and operational needs. Small workshops tend to buy in limited quantities and are more price sensitive, while medium to large workshops buy in larger quantities to maintain stock and prioritize quality and reputation. The company's visual identity such as logos, uniforms and note stamps are proven to increase trust and professionalism in the eyes of customers, leading to increased transaction frequency for most workshops. Although there are customers who are not directly influenced by the visual identity, it still emphasizes the company's credibility in the midst of competition with other distributors.

Furthermore, the visual identity acts as an initial driver for new workshops to try to transact, especially in the context of verifying the authenticity and professionalism of the company. But in the end, interpersonal relationships with sales and service quality are the main factors that strengthen loyalty. This is evident from all informants who continue to choose to subscribe despite the economic downturn, indicating that CV. Excel Mitra Sejati has successfully built customer trust and loyalty through a combination of strong visual branding and a consistent relational approach [21].

Temporary Conclusion

Based on the results of interviews and analysis that has been carried out from three main categories (company introduction, company identity, and workshop transactions), it can be concluded that the implementation of branding design carried out by CV. Excel Mitra Sejati Palu Branch has provided an increase in sales of oil products and motorcycle parts.

The majority of customers recognize and trust the company not only because of the consistent corporate identity, but also because of the intensive personal approach of the sales team and building long-term relationships. The relationship between visual identity and increased sales can be described as follows:

1. Brand Recognition. Most customers recognize CV. Excel Mitra Sejati through personal relationships with sales and direct approaches to workshops. However, visual identities such as logos, uniforms, and company seals reinforce this recognition in a professional manner. The branding design serves as a formal identifier that distinguishes Excel from other distributors and increases trust.

2. Brand Identity. A consistent visual identity consisting of logos, stamped notes, uniforms, and operational vehicles helps customers visually identify CV. Excel Mitra Sejati visually. Even beyond the visuals, most customers can still recognize Excel because of the emotional connection and familiarity with the sales team, which shows that branding design works in harmony with the relational approach.

3. Branding on Purchasing Behavior. Customers tend to trust more and feel safe to buy products from CV. Excel Mitra Sejati after seeing strong branding. Logos and visual identities increase credibility, encourage first transaction decisions, and play a role in maintaining trust in the long term. This is evidenced by the increased frequency of purchase after the visual identity was strengthened.

4. Loyalty and Transaction Consistency. Despite the economic downturn, all informants stated that they were still loyal to shop at CV. Excel Mitra Sejati. This indicates that a strong branding design has succeeded in strengthening loyalty, because the brand is associated with product quality, consistent service, and professionalism. Branding is not just about appearance, but also becomes part of the customer experience.

Discussion

Proposition 1

The analysis results of the first proposition are supported by field findings. The majority of informants stated that visual identities such as logos, uniforms, receipt stamps, and operational vehicles make them more confident and feel safe when transacting with CV. Excel Mitra Sejati. This is evident from the increase in purchase frequency for most customers after the corporate identity was strengthened. Some customers even first decided to transact because they believed in the professionalism of the company from its branding elements. Customers also assess that the visual identity reflects credibility and a clear organizational structure, which in turn encourages them to buy more often or even switch from competitors to CV. Excel Mitra Sejati. This shows that branding is not just a cosmetic element, but has a real impact on purchasing decisions and loyalty [22].

Proposition 2

The results of the analysis of the second proposition are not supported by the majority of field findings. Although a small number of informants stated that the frequency of purchases did not change even though the branding was strengthened, the main reason was not because the branding was ineffective, but because they were loyal from the beginning or only bought according to the needs of the workshop. This means that the absence of an increase is not caused by the ineffectiveness of branding, but by the habitual factors, purchasing capacity, and business preferences of each workshop [23].

Proposition 3

The results of the analysis of the third proposition are partially supported, but not dominant. The findings show that although competition among distributors is quite fierce, customers still prefer CV. Excel Mitra Sejati because of its clear visual identity, professional service, and personal relationship with the sales team. However, some informants did mention that they still consider prices from competitors, especially if they find a significant price difference. Even so, the branding of CV. Excel Mitra Sejati actually becomes a differentiator when promotions from competitors take place, because customers have more trust in distributors with official and clear identities. Branding is an important verification tool, especially in the midst of competition that is prone to dishonest practices (such as fake sales).

Proposition 4

The analysis results of the third proposition are supported by field findings. Customers' economic conditions can affect purchase volume. But interestingly, all informants stated that they continued to subscribe to CV. Excel Mitra Sejati despite the economic downturn. This shows that strong branding and emotional relationships with sales succeed in maintaining loyalty, even in unstable economic conditions. Customers consider that continuing to buy from CV. Excel Mitra Sejati means getting quality assurance, reliable service, and not having to worry about counterfeit products or unauthorized distributors. This shows that branding design plays a role in maintaining sales stability, even though customer purchasing power is weakening [24].

This research shows that the implementation of branding design by CV. Excel Mitra Sejati Palu Branch has significantly increased customer trust, loyalty and perceived professionalism. Although not the sole factor in increasing sales, branding plays an important role in supporting sales strategies and customer relations. This finding is in line with Nofiana & Utami who stated that branding strengthens perceptions of quality and professionalism, and Cahyadiana who emphasized the role of visuals as a differentiator from competitors. In addition, this finding also supports Gustini who mentions that the influence of design on sales is stronger when combined with personalized service. The new contribution of this research lies in the finding that personal relationships between sales and customers are more dominant than visual branding in building transaction continuity. Branding design functions mainly as a verification tool and trust booster, especially for new customers or those located far from the distribution center [25].

Implications of Research Results

Based on the research results, there are a number of strategic implications that can be used as a reference by CV. Excel Mitra Sejati to strengthen the impact of the branding design implementation as well as the company's future marketing strategy:

1. Strengthening Visual Identity. Consistency and improvement in the quality of the company's visual elements, such as logos, official notes, employee uniforms, and operational vehicle designs, are required. This step aims to strengthen the company's professional image in the eyes of customers, while preventing identity forgery by outsiders that can damage customer trust.
2. Development of Personal Approach Strategy (Sales Relationship). Given that interpersonal relationships are proven to be a dominant factor in shaping customer loyalty, the company needs to provide interpersonal communication training to the sales team. Familial relationships and empathic approaches have proven effective in maintaining transaction continuity, especially in the long term.
3. Adaptation to Competitors and Local Economic Fluctuations. In the face of competitive and volatile market conditions, visual branding needs to be supported by a competitive pricing strategy and maintained product quality. Companies also need to be responsive to aggressive promotions from competitors and local economic dynamics, in order to remain relevant in the eyes of customers and not lose market share.

CONCLUSION AND SUGGESTION

Conclusion

1. Introduction to CV. Excel Mitra Sejati mostly occurs through personal sales approaches and recommendations from fellow workshops, not from advertising media or formal branding communication channels. However, visual identity elements such as logos, uniforms, official notes, and operational vehicles are beginning to play an important role in strengthening perceptions of the company's professionalism.
2. The frequency and volume of transactions between workshops and CV. Excel Mitra Sejati shows a correlation with the level of customer needs and scale of business. Small and medium-sized workshops make purchases based on real needs and turnover of goods, while large workshops tend to buy in large quantities as stock, even becoming secondary distributors. The purchase decision is also influenced by trust in product quality and the company's professional image.
3. The company's visual identity proved to be an important supporting factor in driving initial transactions and increasing sales frequency, especially in workshops that were previously unfamiliar with Excel. The logo, uniforms, and operational vehicles gave customers confidence that they were dealing with an official company, not an independent salesperson.

4. Customer loyalty to CV. Excel Mitra Sejati is high, even when economic conditions decline. All informants stated that they would continue to subscribe because of the value of trust, product quality, and relational relationships built between customers and the company.

In summary, based on these findings, it can be concluded that the implementation of the company's branding design at CV. Excel Mitra Sejati Palu Branch plays a role in increasing customer trust and indirectly supports increased sales, especially in terms of loyalty and the courage of new customers to try transactions.

Suggestion

1. CV. Excel Mitra Sejati: Strengthen the consistency of visual identity in all operational aspects, including the appearance of notes, delivery vehicles, and promotional materials, in order to form a professional and credible perception. The company also needs to increase the role of digital media and online branding to reach potential new partners who have not been reached by personal approaches. In addition, the development of customer loyalty programs, such as incentives based on purchase volume, can help retain core customers. Customer testimonials on the impact of branding should also be documented for internal evaluation and promotion.
2. Future Research: Is recommended to include CV. Excel Mitra Sejati branches in other regions, to see the consistency of branding effects in different markets. In addition, a quantitative or mixed method approach should be used to numerically measure the impact of branding on sales volume, loyalty and partner acquisition. Research also needs to expand the focus to the online digital branding field, given that this study only discusses visual branding in the offline field.

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