

BRAND EQUITY ON BRAND IMAGE OF TOURISM OBJECT IN SURABAYA

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Abstract

The development of Monkasel becomes less acknowledged, especially at this time. Since the rise of malls and plazas development, the culture of society began to change into a more consumerism. In the teen, it was appeared a new phenomenon known as the mall generation, where "they spend their time simply to window shopping and fantasize about all-round nice and comfortable life". The values of history and struggle of the nation began to be ignored until finally nationalism to the history of the struggle began to be decreased. It can be seen from the high interest of the public to visit the mall or shopping center than visit to a museum or monument that is more educational and has historical value. This study was aims to determine the effect of brand equity factors on brand image in Monkasel Surabaya. The population in this study is the visitors of Monkasel Surabaya. The sample selection technique using random sampling that is the random sampling taken from the visitors of Monkasel Surabaya, it taken sample of 100 consumers. A technique of analysis was using linear regression. Based on the results obtained that factors of brand equity (brand awareness, perceived quality, brand association and brand loyalty) simultaneously and partially have significant effect on brand image in Monkasel Surabaya. Brand loyalty has dominant effect on brand image on Monkasel Surabaya.

Keywords: Brand awareness, perceived quality, brand association, brand loyalty, and brand image

INTRODUCTION

Considering the location of Surabaya city, which is surrounded by the territorial waters then Surabaya city was get the nickname as the Maritime City that very well known since Majapahit era. Trading activities are centered in Ujung Pier which is now being the Tanjung Perak Port. As the second largest port after Tanjung Priok Jakarta, a wide range of supporting industries such as shipping, load-unload and ship repair center was established in those areas.

In addition to being center of trade and shipping industry, the territorial waters of Surabaya also has great potential in terms of nautical tourism. Historically, Surabaya has historical sights that remind us to the struggle of the heroes, particularly in maintaining the territorial waters of Indonesia. One proof of historical heritage that still exists is the tourism area of Submarine Monument, located in a strategic area of Surabaya. Submarine Monument (Monkasel) positioned on the Kalimas bank, on Pemuda street Surabaya, was built on the initiative of the Navy leader, the East Java Governor and the elders of the submarine. Submarine Monument derived from wreckages of KRI PASOPATI submarine that in the past was used to seize and defend the territory of West Irian from the hands of invaders. Those wreckages are then removed and memorialized by the Governor of East Java.

Ironically, in the development of Monkasel becomes less acknowledged, especially at this time. Since the rise of malls and plazas development, the culture of society began to change into a more consumerism. In the teen, it was appeared a new phenomenon known as the mall generation, where "they spend their time simply to window shopping and fantasize about all-round nice and comfortable life". Consequently most of them have the completely instant mindset, looking for the shortcuts and find the easies regardless of what are behind in the success of existing development. The values of history and struggle of the nation began to be ignored until finally nationalism to the history of the struggle began to be decreased. It can be seen from the high interest of the public to visit the mall or shopping center than visit to a museum or monument that is more educational and has historical value.

From the facts above are the underlying backgrounds there must be the new visual branding (physical branding) for Monkasel. Packaging factors conceptually and visually plays an important role in order to foster the perception that will bear the new image of Monkasel. This image is expected to raise the potential of historical tourism and became an icon, thus providing value added for Monkasel. Then the authors take the research entitled "The Effect of Brand Equity Factors on Brand Image of Monkasel Surabaya."

Literature Review

The variables analyzed were *satisfaction, habitual behavior, commitment and liking of the brand* as the independent variables, *brand loyalty* as the dependent variable. The results showed the effect of satisfaction, habitual behavior, commitment and liking of the brand both simultaneously and partially on consumer brand loyalty in Surabaya. The similarity: Herizon and Wenny Maylina research compared with current study are using the same variables of brand loyalty. The difference: previous study was using the factors that influence brand loyalty and using multiple linear regression analysis test, while the current study is using Brand Image and Brand Equity variable as the former of Advertising, and the analytical technique used is multiple linear regression analysis.

Brand

Brand makes consumers easier to identify products or services. Brand can also make sure the buyers will get same quality items when they repurchase it. It can be concluded that brand has two elements, namely Brand Name that consisting of letters or words that can be read, and Brand Mark that are shaped in symbol, design, or certain specific color. These both of brand element, in addition to useful to differentiate a product from the competitors it is also useful to facilitate consumers to recognize and identify the goods or services that will be purchased or used.

There are several things that must be possessed by brand, these are:

- a. Brand name should remind something about the characteristics of the product.
- b. Brand name must be easy to pronounced, known and remembered. The short name is so helpful.
- c. Brand name should be easily distinguishable, its means must be specific and distinctive.
- d. Brand name must be adapted by new products that may be added to the product line.
- e. Brand name must be able to obtain the right to be registered and protected by the law.

Marketing communications according to the research conducted by Kotler (2000), there are several ways. Marketing communication is also called the promotion mix, these are advertising, sales promotion, public relations, personal selling and direct marketing. From the these five methods of communication, the most common and often methods is advertising, as well as it is cost effective (although there are some ads media are costly), advertising is also able to build the product image in long term.

Keller (1993: 3) suggests the notion of brand image as follows: "Brand image is defined here as perceptions about a brand as reflected by the brand associations held in consumer's memory." Further Keller (1993: 3) suggests the notion of brand association as follows: "Brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers."

The above definition gives the meaning that brand image is a set of associations that are usually organized in some meaningful way, but instead is a collection of some of the strengths and weaknesses, but the association is organized into groups that have the meaning.

Association that exists to a brand can help the process of recalling information relating to products, especially during the process of making the decision to buy so by the presence of association will be causing the different feelings in consumers minds to these products compared to the similar competitors' products. Characteristic features and benefits of products and distribution channels are the centerpiece of the brand image. The brand name, symbol, slogan and jingle is the most important tool of positioning.

The meaning of brand image can not be separated from the factors forming the brand image in relation to brand association that are the other information that supports the relationship between the memory of the brand and provides an understanding of the brand from consumers.

The forming factors of brand image in relation to brand association according to Keller (1993: 3 6), namely:

Types of brand associations

Types of brand associations, which is distinguishes the brand association according to the level of abstraction including: attributes, benefits and attitudes.

- a. Attributes are descriptive form that describes the characteristic features that are characteristic of a product or service. Attributes consist of product related attributes which associated with the needed product or service

composition physically and non-product related attributes which are the attributes that are not involved in the formation of product or service physically. There are four main types of attributes that are not related to the product that are information of price, information of packaging or product appearance, the type of people who use the product and in what situations when using it.

- b. Benefits explain the benefits of product or service for the customer. Benefits consist of Functional benefits that are intrinsic benefits derived from the use of products or services, Experiential benefits that are perceived benefits when using a product or service, and Symbolic benefits that are more extrinsic benefits that are derived from the use of products or services.
- c. Attitudes are consumer attitudes to a brand that arise after the consumer evaluating the brand completely. This attitude is very important because the attitudes to the brand are typically underlying consumer behavior as in the brand selecting in purchasing decisions by consumers.

Favorability of brand associations

Favorability of brand associations, that are the emergence of trust from customers that the attributes and benefits provided by a brand can satisfy their wants and needs.

Strength of brand associations

Strength of brand associations depends on how information is entered into the customer memory and how the information survives as part of brand image. When information is more suited to what is desired and needed by the customer, then that information will be more memorable and stronger to persist in the customers minds.

Uniqueness of brand association

Uniqueness of brand associations can be generated by making directly comparisons with similar products or services of the competitor. So that product or service has unique association in the customers' minds. These differences can be based on product related or non-product related attributes or on the functional or experimental or symbolic benefits.

Efforts to grow the brand image are the main goal for the company in doing the advertising program, because the brand image is a whole picture of the consumer's or customer's mind. Target of products and brands in brand image includes (in Lukia Z. and Uswatun C.:2001):

1. Brand Recognition is a level where the buyers enough to know the criteria of brands that are categorized (Assael: 1995). With the attractive colors choice, advertized in large measure, an interesting texture and the other physical aspects can give a positive image for the brands and companies.
2. Attitude is the potential tendency to react when the people faced on a stimulus that calls for a response (Gordon Airport in Lukia Z.:2001). A positive attitude of consumers reflect the product image so that the advertiser always tried to foster the consumers positive attitude in order to select and buy a product or brand advertised.
3. Confidence is the level certainty of consumers who expressed their confidence and assessment of a product that are assessed correctly. The conveyed ads messages must be credible and be trusted without intents to mislead the targeted customers.

Once the brand images are achieved, the expectations of marketer are the final purchase. Ads abilities to influence consumer behavior to decide to buy the brand are depends on consumer attitudes to the advertising. The interested ads will get the positive attitude and response to the product and decide to buy the product. While the uninterested ads could lead to negative attitudes and ultimately can reduce product image and the company.

Brand Awareness

Brand awareness is an acceptance of consumers to a brand in their minds, which was shown on the consumer's ability to recall and re-recognize a brand and associate into a particular category. Meanwhile, according to Aaker (1991) brand awareness includes a process from uncertain feeling that the brand was known to the belief that the brand was the only one in the class of specific products or services.

According Rangkuti (2002), the level of brand awareness consists of unaware of brand, brand recognition, brand recall and top-of-mind.

a. Unware of brand

It is the lowest level in brand awareness, in which the consumers are not aware of the brand.

b. Brand recognition

A minimum level of brand awareness. This is important when a buyer choose a brand when making a purchase.

c. Brand recall

Recall of the brand is based on a person's request to mention specific brands in a product class. In this case the respondent does not need to be helped to generating the brand.

d. Top of mind

It is the main brand of different brands that exist in the consumers minds. If a person questioned directly without any recall help and he/she can cite a brand name.

Brand awareness associated to the ability of potential customers to understand or remember something brand as part of a specific product category. Consumers may not know anything about the existence of a brand, or they can only recall a brand if assisted by a guide. Customers have higher brand awareness if they can remember and describe the elements of brand without helps. Customers are considered to have the highest level of awareness if they always put the company's brand as top brand (top of mind).

According to B.Elu & Mardikin (Usahawan No.08 year XXVIII August 1999) the indicators in developing brand awareness can be done through the development of the brand appeal itself (through design, name and symbol). Besides that, brand awareness can be enhanced through the use of publicity and advertising, and the stimulus or bonuses and rewards to drive brand awareness within consumers.

Brand Loyalty

In the concept of brand loyalty the manufacturers only concentrate on brands that have loyal customers, product category which has loyal customers regardless of the customer itself. The company does not know who their customers, the company's management only know that they have loyal customers. While on customer loyalty, manufacturers treat the customers as the different individual and make relationship with the customers through the concept of marketing relationship. Because in the concept of customer loyalty, the repeat purchases from existing customers are more worth than from new customers.

Brand loyalty also reflects how far the tendency of customers to switch to other brands, especially when the brand was experiencing the changes in both of price and features or services. Brand loyalty is qualitatively different from the dimension of brand loyalty that is more closely related to the experience of use of a product or service.

According to Rangkuti (2002) brand loyalty has several levels, as follows:

- a. Switching, sensitive to price changes, there is no brand loyalty.
Where the buyers are not loyal. or not interested in any brands offered.
- b. Satisfied purchases or habits in nature, there is no problem to switch.
Basically, there are no adequate dissatisfaction dimensions to encourage a change.
- c. Satisfied purchases with the switch costs.
This group usually referred to loyal customers who feel their sacrifice when they perform switching to other brands.
- d. Liking of the brand.
Their choice of a brand is based on an association, such as symbol, series of experiences in using it, or the impression of high quality.
- e. Committed.
They have a pride in finding or become a user of the brand.

There are several approaches used to measure brand loyalty according to Aaker (1997), among others:

- a. Behavior measures
It was measuring customer's actual purchasing habits pattern directly on products or services. Behavioral measurement commonly used are (1) repurchase rate, that are percentage of customers or buyers of a brand of the same product or service on next purchase; (2) percent of purchase, that are percentage of the purchase of product or service in the last purchase; (3) number of brands purchases, that are the percentage of customers buy only one brand, two brands and so on.
- b. Switching cost
It is costs incurred when a customer wants to switch to another brand, whether larger or smaller of the benefits to consuming a product or service in previously brand.
- c. Measuring satisfaction
Satisfaction measurement is a key diagnosis in brand loyalty, which is measure the level of customer satisfaction in consuming a product.
- d. Liking of the brand
Liking of the brand includes a sense of like, respect, friendship and trust. Liking are indicated by the additional price that still paid by customers to get the brand.
- e. Commitment
The strongest brand in the high brand loyalty, will have a lot of loyal customers. The high customer commitment to a brand will show customers more loyal to a brand.

Measurement of Brand Image

Positive brand image can be measured through consumer feedback about the brand association:

- a. Favorability of brand associations
 The advantage of brand associations that are the consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers, thus it will creating a positive attitude to the brand.
- b. Strength of brand associations
 Strength of brand association that is depends on how the information is entered in the consumers' memory and how that information is managed by sensory data in the brain as part of brand image. When consumers actively thinking and analyzes the meaning of information on a product or service it will create stronger associations in consumer memory.
- c. Uniqueness of brand associations
 Brand should be unique and interesting, so it can give raise an association or strong relationship in the consumer sensory data. Brands must be contained therein. Brand should be able to create the motivation in every potential consumer to start consuming the product. Brand also should be able to create prestige for consumers who consume the products with those brands. The bonafide company name also capable to supporting unique brand associations.

The Effect of Brand Equity to Brand Image

Brand equity is very important for marketers because brand equity can increase consumer preference to a brand, establish customer loyalty, it is not vulnerable to the crisis, robust against attacks from competitors, it can obtain a wide margin, it has the opportunity of brand and licensing extension, as well as get support from various markets. Overall benefits above will make the company that owns the brand will continue to sustain in the market (Keller, 1998). Thus the perception is a process where consumers are responding to something stimulus in the form of symbols or brands, so that will create a brand image of a company. "At first, the consumers develop a set of their beliefs about where the position of each brand in each attribute. The set of beliefs on the brand will form a brand image".

Research Methods

This study is using a quantitative approach. This approach focused on hypothesis testing, data used should be measurable, and will produce results that can be generalized. This approach begins with hypotheses and theories, the analysis model, identifying variables, creating operational definition, gathering data (both primary and secondary) based on population and sample and conducting the analysis. This approach uses inferential statistics method (analysis tools).

Analysis Technique

Multiple Linear Regression Analysis

The results of multiple linear regression analysis using SPSS 13.0 application can be seen in the following table.

Table 1
 Multiple Linear Regression Analysis

Independent variables	B	t _{test}	Sig.	r
Constant	0,569	0,482	0,631	
<i>Brand Awareness</i> (X ₁)	0,235	2,732	0,008	0,270
<i>Perceived Quality</i> (X ₂)	0,342	4,268	0,000	0,401
<i>Brand Association</i> (X ₃)	0,174	2,181	0,032	0,218
<i>Brand Loyalty</i> (X ₄)	0,363	6,545	0,000	0,557
Dependent variable	<i>Brand image</i>			
R Square	0,528			
R	0,727			
Adjusted R Square	0,508			

Based on Table 1 it is acquired multiple linear regression equation as follows:

$$Y = 0.569 + 0.235 X_1 + 0.342X_2 + 0.174X_3 + 0.363X_4 + 0.472$$

Discussion

Factors of brand equity (brand awareness, perceived quality, brand association and brand loyalty) simultaneously have significant effect on Brand Image in Monkasel Surabaya, where consumers develop a set of their beliefs about where the positions of each brand in each attribute. The set of beliefs on these brands will

build the brand image. Brand equity can increase consumer preference to a brand, establish customer loyalty, it is not vulnerable to the crisis, robust against attacks from competitors, it can obtain a wide margin, has the chance of brand and licenses extension, as well as the support of the various markets. Overall benefits above will make the company that owns the brand will continue to sustain in the market (Keller, 1998).

Brand awareness has significant effect on brand image. More easily and quickly a brand to be recognized or called then these brand awareness has higher depth and more and more contexts or situations of purchase/usage that is causing a brand will always appear in the memory then the brand awareness are broad enough. The result of this statement supports the statement of Aaker (1991) which states that the brand awareness involves a process ranging from feelings of uncertainty that the brand was known until the belief that the brand was the only one in the class of specific products or services.

Perceived Quality has significant effect on brand image. This is because the quality perception that is created of a brand can provide positive assessment of a brand and can support giving the premium price for the brand. These results support the statement of Yunizel SE, Business Officer Professional Education Service LP3I (Usahawan No. 12 year XXIX December 2000) stated that the brands which perceived high quality, generally will be stored in the best place in the consumers minds.

Brand Association have significant effect on brand image, where the impressions related to the brand will increase with the more frequent appearance of these brands in communications strategy, in addition if the these association is supported by network of other association, an established brand will have a prominent position in the competition when supported by strong associations. The results of this study support the notion of B.Elu & Mardikin (Usahawan No.08 year XXVIII August 1999) states that the brand association is the equity for the company because it allows customers to process or recall the information required in the consumer decision process, creating positive attitudes or feelings in consumers themselves, allows consumers to differentiate the product or to identify the position of the product, and could be a basis for consumers in making purchasing decisions.

Brand Loyalty has significant effect on brand image, whereas the satisfaction created by the accumulation of their experience with the brand. Consumers will be satisfied when their needs are met beyond than they expected, so they will continue to use the brand and even willing to recommend to others. The results support the statement of Rangkuti (2002) states that brand loyalty is the core of the brand image that became a central idea in marketing, because this is a measure of customer relationship on a brand. If the brand loyalty increased, then the vulnerable of customers group from competitors' attacks can be reduced. This is an indicator of brand image that related to profit in the future because brand loyalty directly can be interpreted as the selling in the future.

Conclusion

1. Factors of brand equity (brand awareness, perceived quality, brand association and brand loyalty) simultaneously have significant effect on brand image in Monkasel Surabaya
2. Factors of brand equity (brand awareness, perceived quality, brand association and brand loyalty) partially have significant effect on brand image in Monkasel Surabaya.
3. Brand loyalty has a dominant effect on brand image in Monkasel Surabaya are proven.

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