

City Branding in Jember: Perspective Analysis of Visitors

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ABSTRACT. This research was conducted to find out how attitudes affect brand and brand equity towards brand image. In conducting data retrieval, the technique used is a survey by giving questionnaires to respondents. The population in this study are people who have visited Jember. The number of samples in this study was 130 people. In conducting data analysis, the technique used is Multiple Regression Analysis through the SPSS program. The results of this research are partially the attitude towards the brand has a significant positive effect on brand equity. Still, the brand image does not have a significant positive impact on brand equity. However, a simultaneous attitude towards brand and brand image has a significant positive effect.

Keywords: *City Branding, Attitudes affect Brand, Brand Image, Brand Equity*

1. INTRODUCTION

In the current global era, marketing competition certainly has an impact on competition between brands. Each brand competes with each other to excel and obtain high profits on an ongoing basis [1]. The competition also applies to cities. Increasing the current era of globalization leads to competition between cities in terms of tourist visits [2]. To excel in this competition, every city must be identified first. This is to find out the differences between one city and another city. Therefore, every city needs its own characteristics. Especially back in Indonesia, which in the era of regional autonomy, encouraged each city to compete with each other and try to differentiate themselves from other cities. This triggers city branding. City branding is an attempt by a particular city to have its own characteristics. With these characteristics, cities are more easily identified because they are different from other cities.

One city that is currently in an uproar for city branding is the City of Jember. This was implemented through the Jember Fashion Carnival (JFC) program. JFC is a

fashion carnival show that was first held in Indonesia, which was held in the firm also believes that JFC is a form of carnival that established the world's longest catwalk, which is 3.6 km long. The program was attended by hundreds of thousands of spectators, media, photographers, observers and created a tagline for Jember Regency, "The World Fashion Carnival City." The program was held with the aim of attracting the attention of the community and increasing tourist visits. Starting from this program, experience and image of Jember Regency emerged as a whole, so that if the community remembers, JFC then remember Jember Regency and vice versa. City branding starts with brand preference. Furthermore, brand preference is formed from brand equity. In creating brand equity itself, we need an attitude towards the brand and brand image. It was said so because the attitude towards the brand and brand image as a form of knowledge and emotional end to the city visited. If the knowledge and emotions are formed positively, it certainly strengthens brand equity and also affects brand preference. High brand preference shows the success of city branding. This is because brand

preference as a form of brand loyalty, which, if visitors have been loyal to a particular city, then decided to visit repeatedly, thus reflecting the success of the city branding program. Based on this explanation, research is needed on "City Branding in Jember: Perspective Analysis of Visitors."

2. LITERATURE REVIEW

2.1. City Branding

City branding as an interesting topic for academics and politicians [5]. It is said so because as a shaper of the image of the place along with the opportunities that exist [6]. In developing a city branding strategy, it must be done carefully and appropriately. This is because city branding is a distinction between one place and another. The city branding strategy can be done through various marketing and branding techniques in order to find out the negative image of a city [7]. City branding can be realized through brand preference.

2.2. Brand Equity

Brand equity is a concept that reflects a particular environment, which is used to gain a competitive advantage and as a barrier to competitors from entering [8]. [9], [10] defines brand equity as a collection of assets and added value to products and companies. On the other hand, [11] explained that brand preference is an alternative choice for similar products or brands. Brand equity is divided into two points of view, namely, financial perspective and consumer perspective [12]. According to [13] that indicators used to measure brand equity include brand awareness, brand loyalty, and perceived quality. Brand equity is influenced by two things: attitude towards the brand and its image.

2.3. Attitudes affect Brand

Attitudes affect brands that are drawn as the result of evaluations, emotional manifestations, and consumer positions on products [14], [15]. These attitudes can be either positive or negative. A strong attitude affects the brand, can increase consumer disposition to be willing to spend high costs to get the product. This is because the attitude affects brand is closely related to the characteristics possessed by the brand [16]. In addition, [17] explained that attitudes affect brands are consumer ratings of brands that refer to product quality and brand preferences. Thus, it can be understood that attitudes affect brands are the benefits and experiences gained by consumers through products [18]. According to [19] that indicators used to measure attitudes effect brands include feeling identified, liking, meeting needs, negative opinions, and inadequate quality.

2.4. Brand Image

Brand image is a conceptual thought that comes from the minds of consumers [20]. [21] revealed that brand image is a set of meanings in the minds of consumers that reflect a product. The brand image includes the functions and advantages that make the uniqueness of the product [22]. In the tourism industry, brand image is reflected by tourists who visit [23]. [23], [24] argues that brand image as a form of past experience related to a tourist place. According to [21], that brand image can be measured by three indicators, including self-identity, attractive brand, and type of destination image.

3. METHOD

This research belongs to the type of causality research. Causality research is research that analyzes the causal relationship between two or more variables [25] In addition, based on the data obtained, and this study is included in the type of quantitative research because the power received is in the form of numbers and data analysis. This study consists of two independent variables, namely attitudes toward the brand (X1) and brand image (X2) one dependent variable is brand equity. The population in this study are people who have visited Jember City. The number of samples was determined using the opinion of [26] the number of indicators multiplied by 5-10. The number of indicators in this study was 11, so as many as 55-150 people were obtained.

However, in this study, only 130 samples were taken because they were considered to have met the requirements. In conducting sampling, the technique used is a survey by giving questionnaires to respondents.

Sources of data in this study include primary data types because the data obtained directly by researchers through respondents' answers in the survey. In conducting data analysis, the technique used is multiple regression analysis using the Statistical Package for the Social Sciences (SPSS) program. The conceptual framework used in this study can be seen in Figure 1.

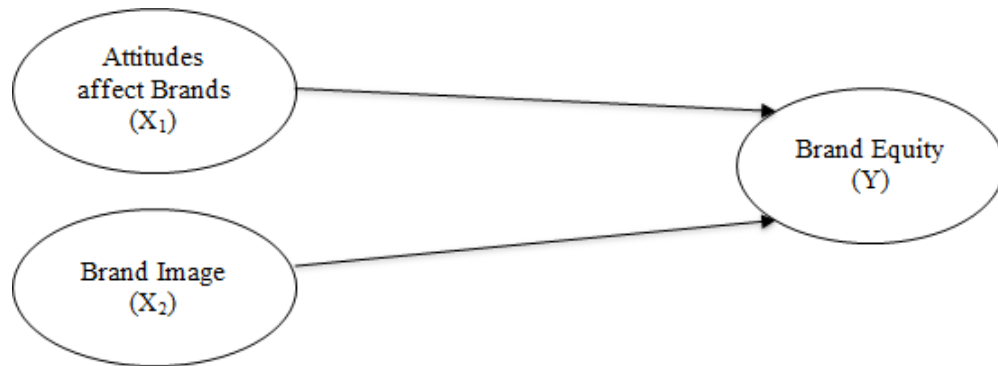


Figure 1 Research Conceptual Framework

Based on the conceptual framework, the hypotheses in this study are as follows:

H1: Attitudes affect Brands has a significant positive effect on Brand Equity

H2: Brand Image has a significant positive impact on Brand Equity

H3: Attitudes affect Brands, and Brand Image has a significant positive impact on brand equity

4. ANALYSIS DATA AND DISCUSSION

4.1. Trial Instrument

4.1.1. Validity Test

In the validity test results, it can be concluded that all statement items in this study are valid because it has a rcount

> rtable of 0,3610. Thus the statement items in this study can be reused for further research and then carried out reliabilitytesting.

Table 1 Validity Test Results

Item	rcount	rtable	Result
Attitudes towards Brands 1	0,743	0,3610	Valid
Attitudes towards Brands 2	0,562		Valid
Attitudes towards Brands 3	0,680		Valid
Attitudes towards Brands 4	0,745		Valid
Attitudes towards Brands 5	0,673		Valid
Brand Image 1	0,712		Valid

Brand Image 2	0,806	Valid
Brand Image 3	0,708	Valid
Brand Equity 1	0,795	Valid
Brand Equity 2	0,793	Valid
Brand Equity 3	0,793	Valid

Source: Data Processed (2020)

4.1.2. Reliability Test

In the reliability test results, it can be seen that all respondents' answers on the variables in this study are reliable because they have a Cronbach's Alpha value > 0,60. Thus, the responses from respondents in accordance with reality and the next steps can be made to the normalitytest.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha Value	Cronbach's Alpha Minimum Value	Result
Attitudes towards Brands	0,713	0,670	Reliabel
Brand Image	0,789		Reliable
Brand Equity	0,702		Reliable

Source: Data Processed (2020)

4.2. Classic Assumption Test

4.2.1. Normality Test

In the results of the normality test, it can be seen that the plotting points are around the diagonal line so that the data in this study are normally distributed.

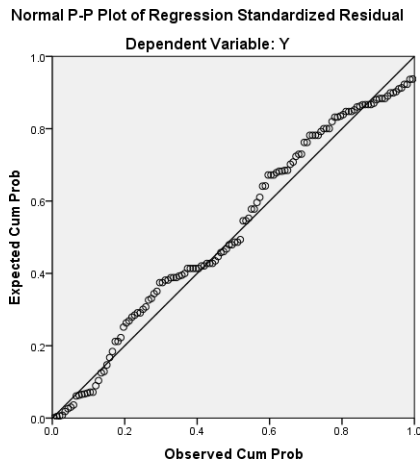


Figure 2 Normality Test Results

4.2.2. Multicollinearity Test

In the multicollinearity test results, it can be seen that there is no high correlation between two or more independent variables (multicollinearity does not occur), because all independent variables (independent) have a tolerance value

> 0,1 and a VIF value < 10. Thus, furthermore, Heteroscedasticity test was performed.

Table 3 Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Attitudes towards Brands	0,997	1,003	Multicollinearity does not occur
Brand Image	0,997	1,003	Multicollinearity does not occur

Source: Data Processed (2020)

4.2.3. Heteroscedasticity Test

Based on the results of the heteroscedasticity test, it can be seen that there is no specific pattern because the irregular spreading point is above and below the 0 axis on the Y axis, so that there are no symptoms of heteroscedasticity.

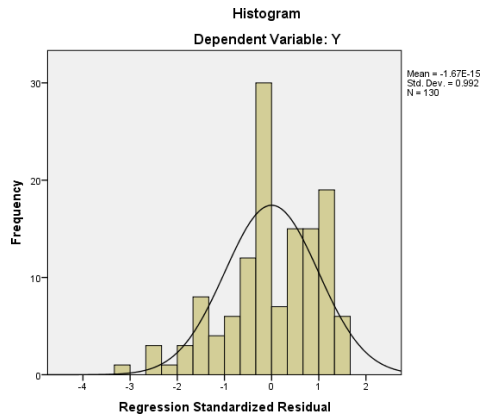


Figure 3 Heteroscedasticity Test Results

4.2.4. Linearity Test

In the linearity test results, it can be seen that all independent variables (independent) in this study are linearly related to the dependent variable (dependent), because all independent variables have a sig. < 0,05. Thus, the next F test (simultaneous test).

Table 4 Linearity Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Reg.	5,151	2	2,576	5,752	0,004
	Res.	56,873	127	0,448		
	Total	62,025	129			

Source: Data Processed (2020)

Multiple Regression Analysis

4.2.5. Coefficient of Determination (Adjusted R²)

In the table of the results of the ratio of determination can be seen that the independent variable (free) has limited ability to analyze the dependent variable (dependent) that is equal to 0,569 (56,9%). This can be seen in the Adjusted R² value of 0,569 (56,9%). This means that as much as 0,431 (43,1%), the dependent variable (dependent) was analyzed by other independent (independent) variables that did not exist in this study. Thus, the F test is then performed to determine the effect of the independent variables simultaneously on the dependent variable.

Table 5 Coefficient of Determination (Adjusted R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,588	0,630	0,569	0,86919

Source: Data Processed (2020)

4.2.6. F Test (Simultaneous Test)

In the F test table results, it can be seen that simultaneously all independent variables in this study have a significant and positive effect on the dependent variable because of the F_{count} value of 5,752 > F_{table} of 3,068 and the value of sig. <0,05. Thus the next t test is performed to find out how much the independent variable in this study is able to influence the dependent variable individually.

Tabel 6 F Test Result

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Reg.	5,151	2	2,576	5,752	0,004
	Res.	56,873	127	0,448		
	Total	62,025	129			

Source: Data Processed (2020)

4.2.7. the t-Test (Partial Test)

Tabel 7 tTest Result

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,892	0,592		4,886	0,000		
	X1	0,277	0,082	0,288	3,390	0,001	0,997	1,003
	X2	0,036	0,125	0,025	0,290	0,773	0,997	1,003

a. Dependent Variable: Y

Source: Data Processed (2020)

4.3. Discussion

H1: Attitudes affect Brands has a significant positive effect on Brand Equity

The attitude affects brand has a significant effect on the brand equity variable because it has a sig value. amounted to $0,001 < 0,05$. In addition, it can be seen that the t_{stat} value of the product variable is $3,390 > t_{table}$ is 1,979. Based on these results, the hypothesis stating "Attitude towards Brands has a significant positive effect on Brand Equity" is **accepted**.

H2: Brand Image has a significant positive effect on Brand Equity

The brand image variable does not significantly influence the brand equity variable because it has a sig value. amounted to $0,773 > 0,05$. In addition, it can be seen that the t_{stat} value of the brand image variable is $0,290 < t_{table}$ of 1,979. Based on these results, the hypothesis stating "Brand Image has a significant positive effect on Brand Equity" is **rejected**.

H3: Attitudes affect Brands, and Brand Image has a significant positive effect on Brand Equity

The attitude variable towards the brand and brand image significantly influences the brand equity variable because it has sig value. in the amount of $0,004 < 0,05$. In addition, it can be seen that the F_{count} value is $5,752 > F_{table}$ is

3,068. Based on these results, the hypothesis stating, "Attitude affect Brand and Brand Image has a significant and positive effect on Brand Equity" is **accepted**.

5. CLOSING

5.1. Conclusion

Based on the results and discussion of data analysis, two things can be concluded, as follows:

- 1) Attitude affect brand has a significant positive effect on brand equity. This means that the brand equity of Jember City is influenced by how visitors behave towards Jember City on what is obtained from Jember City.
- 2) The brand image does not have a significant positive effect on brand equity. This means that Jember's brand equity is not affected by its brandimage.

5.2. Suggestion

Based on the results of the study, there are several suggestions given by researchers to the two parties, namely further research and the government or Jember City as follows:

- 1) For Further Research

It was extending this research by using other variables beyond the variables described in this study. This is because the independent variable in this study is only able to explain the dependent variable by 56.9%, which means that there are still other variables of 43.1%, which have more influence on the dependent variable in this study. In

addition, it is advisable to use other methods of retrieving data outside the questionnaire, for example, by interview. This is in order to obtain more varied and more accurate data because the respondent's answers are only in accordance with the questionnaire provided and are closed in nature.

2) For The Government of Jember City

Reinforce the attitude factor towards the brand and brand image. Especially in brand image. This is consistent with the results of the t-test (partial test), which factors do not affect brand equity. There are several efforts that can be made by the city government of Jember. The first strategy is the attitude towards the brand is to provide the form of destination as a characteristic of visitors, offer things that are liked by visitors, meet the needs of visitors and minimize negative issues. The second strategy is to strengthen the brand image strategy is to add or enhance the characteristics of the City of Jember, set a memorable brand, and set the type of destination image as a symbol of the destination.

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