

The Contribution of Brand Involvement and Involvement Event on Brand Awareness

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Abstract

One of the keys to the success of an event is the amount of consumer brand awareness of an event that is carried out. Nowadays, many event managers are falling because of the decline in demand for organizing an event, and from some of the literature that I get, many things can influence brand awareness of an event, namely brand involution and event involution. PT. DealproIndonesia is one of the successful event management companies with many projects they accomplished but their brand awareness is still very low.

The purpose of this research is to know the influence of Brand involvement (X1) and Event Involvement (X2) To Brand Awareness (Y) case studies on PT.Dealpro Indonesia in 2019. This type of research is quantitative research, analytical techniques and the data we do is double linear regression, with respondents as many as 100 people who know and have participated in the event that is held Dealpro Indonesia.

Based on the questionnaire that has been distributed by the researchers, the result of the response to the Brand involvement that is performed is 82.23% in the category of excellent Catagori, and for the Event involvement of 79.18% which means In good terms, while for the response the respondents Brand Awareness has a value of 76.06% which means in the category of good catagories when viewed with a continuum.

The result of this research is the influence of Brand Involvement and Event Involvement against the Brand Awareness with a test result of $t_{hitung} \text{ Brand Involvement } 3.365 > \text{This } 1.987$, and for Event involvement $20.964 > \text{This } 1.987$ and by using the test F can be learned that brand Involvement and Event Involvement simultaneously affect brand awareness. The contribution of Event involvement and Brand Awareness of 87,4%, which is 12.6% influenced by other factors not researched by authors such as Brand and Fit..

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I. INTRODUCTION

A Background

Event Organizer Company has been very rapidly growing in the world and in Indonesia, especially Jakarta, Bandung and other major cities, from those that move in the field of music performances, product exhibitions such as cars, handcraft, computer until wedding Available. Event Organizer is very helpful parties who are interested in organizing events such as product launching, company gathering, anniversary, exhibitions, seminars, promotions, talkshows and so on, all these

are designed and prepared by the company event, from the preparation stage to the event so that it goes smoothly well

Event companies have a big influence because of customer involvement therein. According to Sumardy and Yoris Sebastian in the journal MuhamadHirza in the last two years, event or brand activation has a considerable role in marketing communication activities

As for the obstacles that often occur in running the company event, that is the limitation of maintenance costs, difficulty finding the right time and place,

communication of the team is not good, the lack of sponsorship and lack of promotion to attract Audience.

Therefore, the importance of events for the company to visit the success of promotion, product introductions, and closer closer to consumers, and the role of events in the company's membranding is as a suggestion of effective marketing communication for Building a brand in public.

One of the company's event in Bandung is PT. Dealpro Indonesia, which is an event company that already has the production, design and printing that is useful to create and prepare events for the company involved, PT, Dealpro Indonesia has a forward view In running the Event, armed with the experience of each personnel, PT. Dealpro ready to help and realize the ideas or plans that have been thought before. Cooperation between the company, consumers with Dealpro is necessary for the realization of the ideas and plans that have been agreed.

Meanwhile, PT. Dealpro Indonesia has a number of obstacles, according to Anggita Maharani as the head of event marketing at PT. Deal Pro event says that "consumers or audiences are better acquainted with the event Dealpro than Dealpro as The organizers themselves, indeed natural brand is better known than the organizers themselves, but here the audience does not know that PT, Dealpro Indonesia is the one who organizes "hence the lack of consumer information about PT. Dealpro Indonesia, caused the absence of brand awareness about PT. Dealpro Indonesia in the eyes of the audience or consumers. After the author pre-surveys, from 30 audiences only 7 who know Dealpro Indonesia as an event organizer that takes hold.

Based on the event marketing theory, in a journal published by the Journal of Advertising written by Anne Martensen, Lars Gronholdt, Martin JuulJensen and Lars Bendsten. In this journal it is written that there are several theories that affect an Event

Marketing, namely the theory of Brand Involvement, Event Involvement and Brand & Event fit in an Event Marketing if the event is executed in earnest, Marketing Activities (event marketing) has a very powerful appeal for marketers in an effort to strengthen the brand awareness of a product in the eyes of consumers. Therefore, researchers want to know if the brand involvement and Event Involvement affect the brand awareness, so it was raised research with the title "Effect of Involvement Event and Brand Involvement against Brand Awareness (case study PT. DealPro Indonesia) "

B. Formulation of the Problem

Based on the background and the existing phenomena, the formulation of the problems to be discussed is about Event involment, Brand Involment and the contribution their all variable for brand awareness.

II. RELATED WORK

AEvent Involvement

Event Involvement is the number of participants involved in an ongoing event. It can be concluded that the indicator that can be used in the involvement event is that more and more participants relate to the event, the more resources used to evaluate the experience and the greater the positive response Given event participants.

There are two types of consumer involvement in the decision making process. According to Wilkie (1990) in the journal Silva Year (2016

1 High involvement

High Involvement demands that high levels of strength be raised to consumers and that strength is directed towards specific consumer activity. A very engaged person tends to be more thought or more can feel.

2 Low Involvement

Low involvement will occur when consumers do not have the power to think or feel..

B Brand Involvement

According to Zaichkowsky in the journal AndiAji (2014), Zaichkowsky expressed the sense of brand involvement is a relationship that someone feels about an object based on needs, values and variable relevance. The theory that Zaichkowsky developed contains several research questions consisting of several bipolar words (having two poles). Variables have been designed with the intention of classifying products as products with low engagement or with high engagement either to be able to create a whole standard for the concept of engagement next Brand dimension selection Involvement in the variable event Marketing, in this research because the researchers can see how the respondent's assessment of the brand that would further implicate how the consumer behaviour to the brand . There are 3 dimensions in Brand Involvement namely needs, values, and linkages

C Brand Awareness

According to (Hermawan, 2014:57). Brand awareness is the ability of a potential buyer to recognise (recognize) or recall a brand that is part of a product category. Here are the tiers of brand awareness:

1. Unware of Brand
2. Brand Recognition
3. Brand Recall

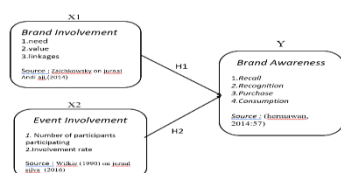


Figure 2.1.
Framework
Source: Research results, 2019

4. Top of Mind

D Framework

The following presents a chart of the framework as seen from Figure 2.1:

From the above framework, we can conclude the

hypothesis of this study, namely:

H1: Brand Involvement affects Brand Awareness

H2: Event involvement impact on Brand Awareness

H3: Brand involvement and Event involvement affect Brand Awareness

III. RESEARCH METHODOLOGY

This research is a kind of quantitative research to determine the influence of Brand involvement and event involvement on Brand Awareness. Where Brand involvement (X1) and Event involvement (X2) independent variable and Brand Awareness as the dependent variable (Y).

In this study researchers used a non-probability sampling technique which is a sampling technique that does not provide equal opportunities for each member of the population to be chosen as a member of the sample.

The non-probability sampling technique that we use is purposive sampling. It is said to be purposive sampling because the taking of sample members from the population is done intentionally and is subjective. Subjective choice of samples is based on various special considerations that are carefully understood by researchers.

In this study, researchers used two data sources namely primary and secondary data. (1) Primary data obtained from distributing questionnaires directly to respondents; (2) Secondary data comes from mass media, previous research publications, and reference books.

The population number is not known with certainty so researchers used the Bernoulli formula to determine the number of respondents taken. From the calculation with this formula, the researcher has done it by taking a confidence level of 95% and $\alpha = 0.05$ and the results of the number of respondents are ≥ 96.04 . so the researchers used 100 questionnaires on the grounds that when all questionnaires were distributed, the questionnaires

would return again with a number of not less than 96 copies of the questionnaire. Respondents who chose were respondents Respondents were ever present in the event that was held DealproTo answer the results of the hypothesis, the author uses multiple linear regression analysis using SPSS 24 software.

IV. RESULTS AND DATA ANALYSIS

Table 4.1
Characteristics of respondents

Gender		Monthly earnings	
Male	55 People	Rp.500.000 – Rp.1.000.000	6 People
Female	45 People	Rp.1.000.000 – Rp.2.000.000	44 People
Age		Rp.2.000.000 – Rp.4.000.000	32 People
17 – 23 Years old	60 People	≥Rp.4.000.000	18 People
23 – 28 Years old	28 People	Frequency of Visits	
29 – 344 Years old	7 People	1 visit	42 People
≥34 Years Old	5 People	2 visits	42 People
Last Education		3 visits	13 People
SMA/SMK/Sederajat	42 People	≥4 Visits	3 People
D3	29 People		
S1	27 People		
S2	2 People		
Jobs			
Mahasiswa/i	57 People		
PNS	4 People		
Karyawan Swasta	21 People		
WiraSwasta	18 People		

Source : Research Result,2019

A Characteristics of Respondent

The characteristics of the respondents examined in this study were the respondent's gender, the age of the respondent, the occupation of the respondent, the respondent's last education level, the income per month of the respondent, the number of respondents 'present frequency. The following presents the characteristics of respondents from this study:

B Descriptive Analysis

The average number of Brand Involvement variables is 82,23%. The three statements that have the highest percentage are the social needs of the audience are met after following the events that the Dealpro has held and the audience also feel that the benefits received are very high with a promo that attracts every Follow events and audiences feel the sacrifices incurred comparable to the benefits that the audience received

The average number of Event Involvement variables is 79,18%. With the average number of percentages, the Event involvement variable falls into the good category. The statements that have the

highest percentage is the audience felt the event that was held by the Indonesian Dealpro always followed many participants and always awaited by many participants .

The average number of Brand Awareness variables is 76,06%. The statements that have the highest percentage are the Audiences feel Dealpro is the main choice in introducing brands through events and Audiences can recall event organizer Dealpro.

C Statistical Test Result

1 t Test

The following is the result of the t test or partial test of the results of the data processed by the researcher with IBM SPSS 24 as seen in Figure 4.2 as follows:

Table 4.2
T - test

Coefficients^a

Model		Unstandarized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.475	.798		.596	.553		
	Brand Involvement	.058	.017	.138	3.365	.001	.771	1.298
	Event Involvement	.725	.035	.861	20.964	.000	.771	1.298

a. Dependent Variable: Brand Awareness

Based on the results of the calculation above, the numbers obtained from t_{count} Brand Involvement (X1) $3,365 > t_{table} 1.987$ and t_{count} Event Involvement (X2) $20,964 > t_{table} 1.987$ Then, H1 and H2 is accepted. This means that there is a significant influence between Brand Involvement (X1) and event involvement(X2) on Brand Awareness (Y).

2 F Test

The following is the test results of the f test or simultan test from the results of data processed by researchers with IBM SPSS 24 as seen in Figure 4.3 as follows:

Table 4.3
F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	259.217	2	129.608	336.390	.000 ^b
	Residual	37.373	97	.385		
	Total	296.590	99			

a. Dependent Variable: Brand Awareness

Based on table 4.3, Based on the calculated value and table, it is obtained $f_{count} = 336,390 > f_{table} = 3,09$. So simultaneously, Brand Involvement (X1) and Event Involvement (X2) individually or simultaneously affect Brand Awareness (Y)

This means H3 Accepted, and there is a significant influence.

3 Coefficient of determination

Table 4.4
Coeficient Determination - test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.874	.871	.621

a. Predictors: (Constant), Event Involvement, Brand Involvement

Based on table 4.4, we use coefficient of determination in finding the contribution of Brand involvement (X1) and Event Involvement (X2) variabel to Brand Awareness (Y) And it can be seen that the correlation coefficient (R) and determination coefficient using IBM SPSS 24 software. Which means Brand Awareness is influenced by Brand involvement and Event involvement of 87.4%. While the remaining 12.6% is influenced by other factors that are not researched.

V. CONCLUSIONS AND SUGGESTIONS

A Conclusions

Based on the results of research that has been done about the influence of Brand Involvement and Event Involvement on Brand Awareness (case study PT. DealproIndonesia) Year 2019, then obtained

several conclusions to answer some problems in this research. The following, is the conclusion obtained by the following researchers:

1. The respondent's response to the Brand Involvement had an average percentage of 82.23% indicating that respondents' responses to the Indonesian Brand's implementation of Involvement PTdealpro were included in the very good category in the continuum, Measurement based on the dimensions of needs, values and linkages.
2. The respondent's response to Event Involvement has an average percentage of 79.18% indicating that the respondents' response to the Event Involvement PT. Dealpro Indonesia was included in the category good in the continuum, the score was gained From measurements based on the dimension of benefits received by consumers, and the value gained.
3. Based on T test results against Event involvement can be concluded that the involvement event affects the brand awareness significantly, the significant value that was contributed by the involvement Event of 0.000 due to the value of coefficient is worth less than the probability value of 0.05, so it can be concluded that the Event involvement have a significant effect on Brand awareness at PT. Dealpro Indonesia.
4. Based on the results of T test against Brand involvement can be concluded that the Brand involvement significantly affect the brand awareness, the significant value of the result of the Brand involvement is 0.001 due to the value of coefficient is worth less than the probability value of 0.05, so it can be concluded that the Brand involvement has a significant effect on Brand awareness at PT. Dealpro Indonesia
5. From the results of testing done, based on the results of the coefficient of determination can be stated that the influence of Brand Involvement and Event Involvement against Brand Awareness is affected by 87.4%, while 12.3% is influenced by factors That can affect Brand Awareness, one of which is Brand

and Fit.

B Suggestions

Based on the discussion and conclusion related to the research "influence of Brand Involvement and Event Involvement against Brand Awareness (case study PT. Dealpro Indonesia) Year 2019, there are several suggestions submitted by researchers to the parties related to the study, including:

C For the company purpose :

It is recommended that the company pay attention to and improve the factors stated by the respondent to be unfavorable, and the input suggested by the researcher:

- 1.) The company has a special section or division that is managing the promotion to improve promotion and brand recognition of consumers and audiences, either through social Media or by reference and installation of the company logo at any event.
- 2.) Advice from the authors about improving the quality of employees ' performance, we recommend that the company hold an agenda or routine activities other than work, such as funweeks, sport activities, travelling, camping, gathering, and so on. This is aimed at the creation of the efficacy and solidarity between employees in achieving the target work.
- 3.) Companies can increase engagement in each event higher so that participants get a high level of engagement. Because based on the answers from the surveys that have been done, the percentage of consumer engagement or participants in the event is the lowest in the variable Event involvement.

D Advice for researchers further:

This research only examines the influence of the Brand involvement and Event involvement then for further researchers advised:

- 1.) For researchers further advised to examine

the different variables of the Brand Involvement and event Involvement, it is advisable to examine the sub variables of the other Event Marketing that is the variable Brand and fit, to know how big Impact on Brand Awareness.

Further researchers to more often read journals that support research and can be used as a reference and more careful in choosing a journal to be used as a reference

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