Analysis of brand awareness, brand loyalty, and brand image on destination branding Geopark Lake Toba

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Abstract: *This study examines the effect of brand awareness, brand loyalty, and brand image on destination branding of the Lake Toba Geopark. The data analysis technique used is multiple linear regression with SPSS version 24.0 analysis tool. The sample in this study were 135 respondents. Primary data collection using a questionnaire. The study found that brand awareness, brand loyalty, dan brand image had a positive and significant effect on the destination branding of Lake Toba Geopark Tourists.*

Key Words: *Brand Awareness, Brand Loyalty, Brand Image, Destination Branding.*

1. INTRODUCTION:

Tourism is an activity that directly touches and involves the community, thereby bringing various benefits to the local community and its surroundings. Even tourism is said to have an extraordinary breakthrough energy, which is able to make local people experience metamorphosis in various aspects. Tourism has many benefits for the community, even for the state, the benefits of tourism can be seen from various aspects, namely the benefits of tourism in terms of economic, socio-cultural, environmental, social and scientific values, as well as job opportunities and opportunities.

In Indonesia, the government is currently incessantly developing areas that have great tourism potential. One of them is Lake Toba which is considered to have tourism potential with various values of originality, geological, biological heritage and the uniqueness of the culture of the local community. To accelerate the development of Lake Toba, President Joko Widodo emphasized that branding should be prepared for the marketing of Lake Toba. The branding of the Lake Toba Region is very strong and the only one, it is "The Supervolcano", which is known as the world's largest quarter caldera, and the most powerful eruption in the history of the planet.

But in reality, tourists who visit Lake Toba from year to year have not been able to make Lake Toba a popular destination. This is because the branding of Lake Toba as a geopark destination has not been supported by adequate facilities. In addition, the low brand awareness and brand loyalty from tourists is considered a trigger for the decline in tourist visits to the Lake Toba Geopark. Brand awareness, brand loyalty and brand image also affect the formation of a strong destination branding for the Lake Toba Geopark. Therefore, it is important to conduct this research to determine the extent of destination branding of the Lake Toba Geopark.

2. LITERATURE REVIEW:

Destination Branding refers to a competitive identity that makes a destination different and memorable (Hailin & Hyunjung, 2011). Studies show that destination branding is more concentrated on how the message and image of the destination is formulated and displayed (Konecnik & Gartner, 2007). Destination Branding is believed to have the power to change perceptions and change one's perspective on a place or destination, including seeing the difference between a place and another place to be chosen as a destination (Soenaryo, 2013).

There are several factors that can affect destination branding (Aaker, 1996), namely:
a) Brand Awareness,
b) Brand Loyalty,
c) Brand Image,
d) Perceived Quality,
e) Brand Associations, and
f) Property Rights.

Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category (Rangkuti, 2009). Brand awareness indicators include: Recall, Recognition, Purchase and

Consumption (Soehadi, 2005). Brand loyalty is the choice made by consumers to buy a certain brand compared to other brands in one product category (Giddens, 2002). Brand loyalty indicators include: Brand choice sequence, purchase proportion, brand preference and brand commitment (Dharmmesta, 1999). Brand image is a set of beliefs, ideas, and impressions that a person has of a brand (Kotler, 2002). Indicators of brand image are: Friendly, Useful, Innovative, Accurate, Modern, Satisfactory and Attractive (Low & Lamb, 2000; Christodoulides & Chernatony, 2004).

3. METHOD:

This study uses a quantitative research approach with multiple regression analysis techniques. The population in this study were all tourists who came to visit the Lake Toba Geopark. The number of samples is obtained from the number of indicators multiplied by 5, which is 27 x 5 = 135 respondents. The data collection technique used a questionnaire with a Likert scale of 1-5. The analysis tool used in SPSS 24.0. Data analysis techniques used data quality tests (validity and reliability tests), classical assumption tests (normality test, heteroscedasticity test, and multicollinearity test), conformity test (multiple linear regression test, t-test, and F test), and determination coefficient tests.

4. RESEARCH RESULTS & DISCUSSION:
a. Data Quality Test

The results of the analysis show that the number of research samples with n = 135, the calculated r-value are greater than 0.30. Therefore, all of the research indicators are declared valid and can be used to measure the variables in this study. The results of the SPSS output show that the Cronbach Alpha value of all the research variables are reliable.

b. Classic assumption test
1) Normality test

The results of data normality testing using the PP Plot image show that the scattered data points are around the diagonal line so that the data is normally distributed. Here's a graphic image:
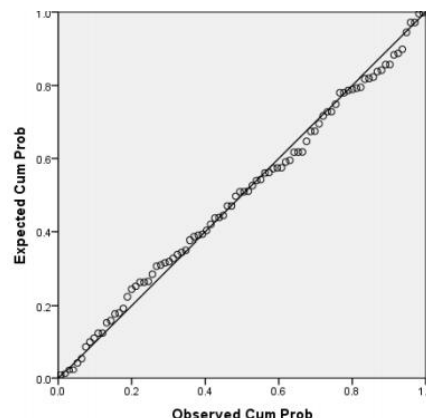

Fig 1. PP-Plot Grafik

Furthermore, by using the Kolmogorov Smirnov test, it can also be seen that the data is normally distributed with a significance value greater than 0.05 (p = 0.588 > 0.05).

Table 1. Kolmogorov-Smirnov Test

		Unstandardized Residual
N		135
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.96588738
Most Extreme Differences	Absolute	.094
	Positive	.061
	Negative	-.094
Kolmogorov-Smirnov Z		.773
Asymp. Sig. (2-tailed)		.588
a. Test distribution is Normal.		

2) Heteroscedasticity Test

In this study, the method used to detect heteroscedasticity symptoms was by looking at the scatterplot graph between the predictive value of the dependent variable (ZPRED) and its residual (SRESID). Here's the picture:
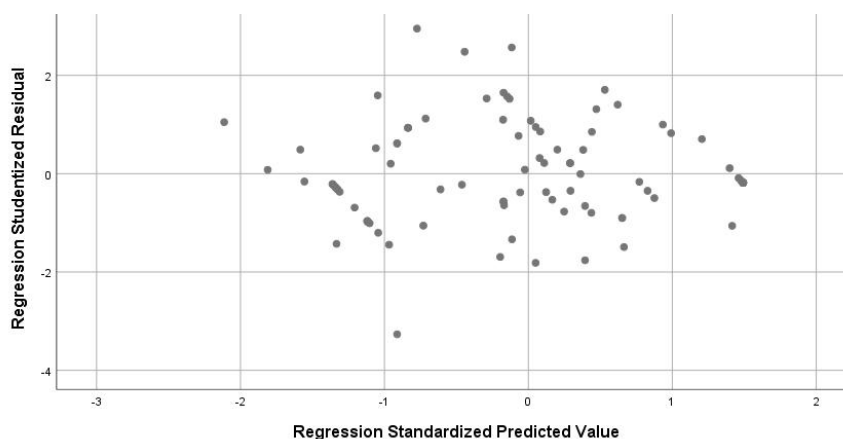
Fig 2. Scatterplot Graph

The scatterplot image shows that the dots are randomly distributed and do not form a particular pattern or trend line. The results of this test indicate that this regression model is free from heteroscedasticity problems.

3) Multicollinearity Test

Tolerance and VIF values for the independent variables are as follows:
a) The brand awareness variable (X_1) has a Tolerance value = 0.562 and a VIF value = 1.780.
b) The brand loyalty variable (X_2) has a Tolerance value = 0,441 and a VIF value = 2.268.
c) The brand image variable (X_3) has a Tolerance value = 0.541 and a VIF value = 1.847.

It can be seen that brand awareness, brand loyalty and brand image have a Tolerance value> 0.1 and a VIF value < 10, so it can be concluded that there is no multicollinearity symptom (between independent variables has no correlation).

c. Data Analysis Results

1) Multiple Linear Regression Test

Multiple linear regression aims to calculate the influence of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. Based on this analysis, the multiple linear regression equation is obtained as follows:

$Y = 3,184 + 0,135 X_1 + 0,946 X_2 + 0,131 X_3$

2) Hypothesis testing
a. Partial Test (t test)
     A partial test is conducted to determine the influence of the independent variable on the dependent variable. The variables here are brand awareness (X_1), brand loyalty (X_2), and brand image (X_3).

Table 2. Test t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,184	1,624		2,867	,001
	Brand Awareness (X_1)	0,135	0,063	0,155	2,129	0,037
	Brand Loyalty (X_2)	0,946	0,101	0,768	9,364	0,000
	Brand Image (X_3)	0,131	0,065	0,036	2,021	0,041
a. *Dependent Variable*: Destination Branding (Y)						

     t_{table} of the regression model can be searched using the t_{table} or Ms. Excel where the regression model has a df value of 44. By typing =TINV(0.05;131) in Ms. Excel then obtained a t_{table} of 1.978. Decision making from the results of the t test above can be seen as follows:

a)   The results of the t-test indicate that the t_{count} for the brand awareness variable (X_1) is 2.129, with a t_{table} value of 1.978, it is known that the $t_{count} > t_{table}$. The significant value t of the brand awareness (X_1) variable is 0.037, where this value is much smaller than the significant threshold of 0.05. So it can be concluded that there is a significant effect of brand awareness (X_1) on destination branding (Y) partially.

b)   The results of the t-test indicate that the t_{count} for the brand loyalty variable (X_2) is 9,364, with a t_{table} value of 1.978, it is known that the $t_{count} > t_{table}$. The significant value t of the brand loyalty (X_2) variable is 0.000, where this value is much smaller than the significant threshold of 0.05. So it can be concluded that there is a significant effect of brand loyalty (X2) on destination branding (Y) partially.

c)   The results of the t-test indicate that the t_{count} for the brand image variable (X_3) is 2.021, with a t_{table} value of 1.978, it is known that the $t_{count} > t_{table}$. The significant value t of the brand image (X_3) variable is 0.041, where this value is much smaller than the significant threshold of 0.05. So it can be concluded that there is a significant effect of brand image (X_3) on destination branding (Y) partially.

b. Simultaneous Test (Test F)
     A simultaneous test is carried out to determine the size of the joint effect of the independent variable to the dependent variable.

Table 3 Uji F
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3097.751	3	1032.584	308.580	.000^b
	Residual	321.239	131	3.346		
	Total	3418.990	134			
a. Dependent Variable: Destination Branding (Y)						
b. Predictors: (Constant), Brand Image (X_3), Brand Loyalty (X_2), Brand Awareness (X_1)						

     The results of the F test from the table above show that the Fcount obtained is 308.580. This Fcount value is much greater than the Ftable value which is 2.44. Then accept Ha and reject Ho. So based on the F test it can be concluded that the regression model in this study, namely brand awareness (X_1), brand loyalty (X_2), and brand image (X_3) simultaneously has a significant effect on destination branding (Y).

c. Coefficient of Determination
     Following are the results of the determination test:

Table 4 Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.900	0.810	0.801	1,21510
a. Predictors: (Constant), Brand Image (X_3), Brand Loyalty (X_2), Brand Awareness (X_1)				
b. Dependent Variable: Destination Branding (Y)				

From the results of the determination test, it is known that the adjusted R Square value obtained is 0.801 which can be called the coefficient of determination, this indicates that 80.1% of destination branding can be obtained and explained by brand awareness (X_1), brand loyalty (X_2), and brand image (X_3). While the remaining 19.9% can be explained by other factors or variables outside the model.

5. CONCLUSION / SUMMARY:
a) Brand awareness has a positive and significant effect on the destination branding of Lake Toba Geopark.
b) Brand loyalty has a positive and significant effect on the destination branding of Lake Toba Geopark.
c) Brand image has a positive and significant effect on the destination branding of Lake Toba Geopark.
d) Brand awareness, brand loyalty, and brand image simultaneously have a positive and significant effect on the destination branding of Lake Toba Geopark.

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