



The Effect of Brand Equity and Brand Resonance on Tourist Decisions Visiting the 2018 Asian Games Legacy of Jakabaring Sport City as a Sport Tourism Destination

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Abstract

The development of the Jakabaring Sport City Area is inseparable from the appointment of Palembang as the host of various large-scale sporting events, starting at the national level, at the Asian level, even at the world level. With its image as a sports city, Jakabaring Sport City in Palembang is made a sports tourism destination by the central government, through the Ministry of Tourism. But in reality, this area has not been maximally utilized as a sport tourism destination. From several phenomena and literature, researchers find the importance of the influence of Brand Equity and Brand Resonance on tourists' decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City as a sport tourism destination. This research is a quantitative study with a sampling technique in the form of purposive sampling. In this study data analysis was performed using Structural Equation Modeling (SEM) analysis which was operated through the Analysis of Moment Structure (AMOS) program. Data obtained through questionnaires, will then be analyzed to obtain answers to the hypotheses in this study. The results of this study include (1) Brand Equity positively influencing the decision of tourists to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination. Then, (2) Brand Resonance has a positive effect on the decision of tourists to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination. Furthermore, (3) Brand Equity and Brand Resonance have a positive effect on the decision of tourists to visit the 2018 Asian Games Legacy of Jakabaring Sport City (JSC) as a Sport Tourism Destination through marketing events as a mediating variable, but have not been able to become a factor that can increase respondents' visiting decisions.

Keywords: *Sport Tourism; Brand Equity; Brand Resonance; Event Marketing; Purchasing Decisions*

Introduction

Sport Tourism has become a tourism industry with very significant developments throughout the world. Sport Tourism is one of the fastest growing types of tourism because this tour is related to sports and physical activity. Organizing sporting events in general has a positive influence on the level of

economic income of the surrounding population. The first advantage is creating jobs. The second advantage is to bring profits to local companies. The third advantage is adding regional income tax. And the fourth advantage, increasing the amount of investment in infrastructure and sports facilities. Sports tourism brings greater positive economic benefits for local residents.

Jakabaring Sport City (JSC) is an area that has various sports facilities in Palembang, South Sumatra, Indonesia. Jakabaring Sport City occupies an area of 325 hectares located in the Jakabaring region as far as 5 km from the center of Palembang. In this area there is the Sriwijaya Stadium which has a capacity of 40 thousand people. This sports area was once the venue for the 2004 PON XVI and SEA Games XXVI 2011 and most recently the host of the 2018 Asian Games XVIII. The development of the Jakabaring Sport City Area cannot be separated from the appointment of Palembang as the host of various class sporting events, both national, Asian and even world level. Starting from the addition of supporting facilities, such as public toilets, mosque, lounging area, then increasing international standards for sports facilities, systems and so forth. Not surprisingly, with its image as a sports city, Palembang and its Jakabaring Sport City were made as sport tourism destinations by the central government, through the Ministry of Tourism. But in reality, this area has not been maximally utilized as a sport tourism destination. The public or tourists who visit, just make the Jakabaring Sport City Region a spot for taking photos and relaxing. The sport atmosphere has not yet been created at each visit, this is due to the fact that the managers themselves have not maximally utilized the various sports facilities such as activities for tourists contained in the 3A destination concept (attractions, accessibility, and amenities) in the region. In addition, the absence of cooperation between the management of Jakabaring Sport City and the event organizer has become an obstacle to the implementation of various sports activities in the region.

The absence of sporting events, both on a national and international scale, is one result of the region experiencing a decline in visitors. This is because, the lack of tourist attraction (DTW) in this area. This also resulted in a pattern of tourist visits that did not make Jakabaring Sport City a priority destination when visiting Palembang for tourists. The development of the Jakabaring Sport City area as a sports tourism destination requires a good promotion and marketing system. Jakabaring Sport City needs to create a brand image that shows its identity as a sport tourism destination. As the host of the biggest sports events in Asia, the 2018 Asian Games to 2018, it is still fresh in the minds of the people that Palembang, with its sports facilities, Jakabaring Sport City has managed to hold the event well. The legacy of the 2018 Asian Games in Jakabaring Sport City should be used as a selling point in promoting and marketing Jakabaring Sport City as a sport tourism destination.

The main obstacle of Jakabaring Sport City as a venue for organizing international sports multievent is to make this sports complex increasingly recognized by the public. This should encourage Jakabaring Sport City managers to use their image as a marketing strategy, so as to increase the number of visitors. Many businesses in the tourism industry want to increase the value of tourist destination, dominate the growing tourist market, and target loyal tourists. This can be achieved by implementing destination innovations or increasing the unique tourist attraction and attention of tourists who are commonly called brands (Ade Zainal, 2017).

With the development of the era, of course, variations in brands, packaging, prices and quality of service products or tourist attractions will emerge. The variety of brands and variations that make tourists are faced with conditions where they have to make decisions in choosing a destination or tourist attraction that they will visit. Companies will be more easily recognized if they have a brand, making it easier for tourists to recognize their products and to make repeat purchases or repeat visits (Basiya R & Hasan Abdul Rojak, 2012). The way to win competition between companies is not only in terms of product marketing. Creating a brand that is easy to remember will also create a positive perception in the minds of consumers. Therefore, by applying brand equity in a brand, it will be easier for companies to know the desires of tourists (Armstrong, 2008). Brand equity can be seen from the way consumers think, feel, and

act in relation to the brand, and also the price, market share, and profitability that the brand provides for the company (Kotler and Keller, 2009).

The market creates brand equity through the formation of the right brand knowledge structure for the right consumers. This process depends on the parties related to the brand, whether done by marketers or not. Brand equity, according to Aaker (1991), has several dimensions consisting of: brand awareness, brand associations, perceived quality, and brand loyalty. According to Aaker (1997), Brand Equity is a set of brand assets and liabilities associated with a brand, name, symbol, which is able to add or reduce the value given by a product or service to the company or to customers, so consumers must be able to observe the brand of the product before making a purchase. Brands can connect consumers' expectations when a company promises goods to consumers (Durianto, 2001). Goods / services that can meet the needs and expectations of consumers in terms of Brand Equity will make consumers make purchasing decisions.

Consumers go through several stages before making a purchase decision. According to Endang (2016) the stages of consumers to make purchasing decisions are very important because these steps occur sequentially, until finally the consumer decides to visit the tourist attraction and it affects the psychological and characteristics of tourists. Brand resonance is a trait that is owned by consumers of a brand (Keller, 2001, 2003). When a tourist already feels trust and is interested in coming to a tourist attraction or a brand, then it can already be said as a brand resonance. Specifically, brand resonance consists of 4 categories, namely behavioral loyalty, attitudinal attachment, sense of community and active engagement (Suroija, 2010). Behavioral loyalty category refers to how often consumers buy and how much is bought.

From some of the descriptions and phenomena, the researchers found the importance of the influence of Brand Equity and Brand Resonance on tourists' decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City as a sport tourism destination.

Thus, the research questions are as follows:

1. How does Brand Equity affect tourist decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination?
2. How does Brand Resonance affect tourist decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination?
3. How does Brand Equity affect tourist decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination with Event Marketing as a mediating variable?
4. How does Brand Resonance affect tourist decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination with Event Marketing as a mediating variable?

Literature Review

1. Brand Equity

According to Aaker (1991), brand equity is a set of brand assets and liabilities associated with a brand, its name and symbol, which add or protect the value provided by an item or service to consumers. If a brand changes, then some or even all assets can change or even disappear, even if some of them shift to a new name or symbol. The scope of discussion of brand equity in this study includes brand awareness, brand associations, perceived quality, and brand loyalty.

2. Brand Resonance

Brand resonance is a symbol of the level of consumer relations with the brand that starts from the repurchase (behavior loyalty) and ends with the level of depth of brand commitment in the form of personal relationships and brand community, thus brand loyalty is seen as an important basis that complements the formation of a higher level from brand resonance. (Rindfleisch, et al., 2006). The scope of brand resonance includes behavioural loyalty (behavior that shows how much and often the level of consumers in purchasing a product), attitudinal attachment (positive consumer behavior expressed by commitment to a brand), sense of community (the same bond felt by consumers as fellow users of a brand), and active engagement (a bond dedicated by consumers to their interest in a brand).

3. Event Marketing

Event Marketing is a form of product brand campaign to bring closer and build product brand interaction with consumers through various activities, such as sports, entertainment, cultural, social, or other activities that attract public attention. The marketing event that is held must have an impact and give a deep impression to everyone present so that the customer and potential customer can be long enough to remember the pleasant experience. Hoyle (2012) explains that there are 3 main essences on which every marketing event is used by marketers as promotional media, namely entertainment, excitement, and enterprise.

4. Purchasing Decisions

According to Peter and Olson in Nitisusstro (2012: 195), consumer purchasing decisions are a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes with environmental factors in humanity and are inducible to the life of the human beings. The decision to visit in this study is a concept that is likened to a purchasing decision.

Basically the decision to visit is a decision taken by someone before visiting a place or region by considering several factors. In this case the visiting decision theory is taken from the purchase decision theory of a product, so that in several categories the visiting decision is applied from the purchase decision model.

Methodology

This research is a quantitative study, which aims to show the relationship between variables, which in turn will test existing theories. The measurement results of the variables will be shown using the instrument. The author will analyze the effect of Brand Equity and Brand Resonance on the Tourist Decision of visiting the 2018 Asian Games Legacy of Jakabaring Sport City as a Sport Tourism Destination.

Sampling in this study uses a purposive sampling technique, where the selection of samples based on certain criteria and the assessment of directing selected samples in accordance with the research objectives. In this study, the sample is those who have not and have visited the 2018 Asian Games Legacy Jakabaring Sport City. Because the population size is not known with certainty, then in the determination of the sample used the approach according to Roscoe (1975) cited in Ferdinand (2006), that in research using Structural Equation Modeling (SEM) requires a sample of at least 5 times the number of indicator variables used, so it takes a good sample around 100-300 samples. Based on this, the sample used in this

study were 300 respondents, of which this number met the requirements of the number of research samples.

In this study, data analysis was performed using Structural Equation Modeling (SEM) analysis which was operated through the Analysis of Moment Structure (AMOS) program. Data obtained through questionnaires, then the data are analyzed to obtain answers to the hypotheses in this study. The data processing is carried out with the help of Microsoft Excel 2010, IBM SPSS Version 23, and IBM Amos version 23 programs.

Result

1. Descriptive Variable Analysis

Table 1 Recapitulation of Respondents' Average Answers

No.	Variable	Average Score
1	Brand Equity (X_1)	3.65
2	Brand Resonance (X_2)	3.49
3	Event Marketing (Y_1)	3.72
4	Keputusan Berkunjung (Y_2)	4.17

Source: Primary data, 2019

2. Confirmatory Factor Analysis (CFA)

1) CFA Exogenous Constructions

Measurement Model to test the validity and reliability of the indicators forming latent constructs is done by confirmatory factor analysis (CFA). The CFA model of exogenous constructs can be seen in Figure 1.

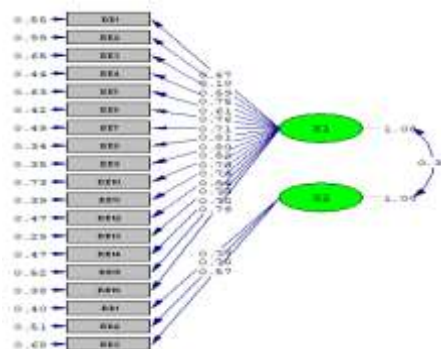


Figure 1. Model_1 CFA Exogenous Constructions

Based on the picture above, it can be seen that in the Model_1 CFA Exogenous Constructions there is still a loading factor loading value of less than 0.5, namely BE2 on the Brand Equity (X_1) variable, meaning that the indicator is not yet valid and must be excluded, so that a Model_2 CFA Exogenous Construction is obtained as follows:

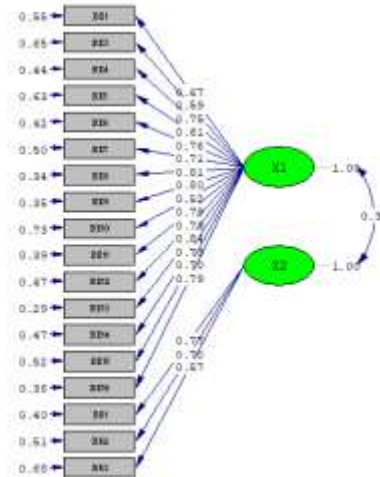


Figure 2. Model_2 CFA Exogenous Constructions

Based on the picture above, it indicates that in the Model_2 CFA Exogenous Construction there is no loading factor loading value less than 0.5, so that all indicators on the Exogenous variable have shown valid. The results of the calculation of reliability with Construct Reliability from Confirmatory Factor Analysis / CFA endogenous variables are presented in Table 2.

Table 2 Test Results of Validity and Reliability of Indicators (X1, X2)

Dimension	Indicator	λ	Error = $1-\lambda^2$	CR= $(\sum\lambda)^2 / ((\sum\lambda)^2 + \sum\text{Error})$
Brand Equity (X1)	BE1	0.67	0.55	0.943
	BE3	0.59	0.65	
	BE4	0.75	0.44	
	BE5	0.61	0.63	
	BE6	0.76	0.42	
	BE7	0.71	0.50	
	BE8	0.81	0.34	
	BE9	0.80	0.35	
	BE10	0.52	0.73	
	BE11	0.78	0.39	
	BE12	0.78	0.47	
	BE13	0.84	0.29	
	BE14	0.73	0.47	
	BE15	0.70	0.52	
	BE16	0.79	0.38	
	Brand Resonance (X2)	BR1	0.77	
BR2		0.70	0.41	
BR3		0.57	0.68	

Source: Primary data, 2020

2) CFA Endogenous Constructions

The confirmatory factor analysis of endogenous constructs is shown in Figure 3.

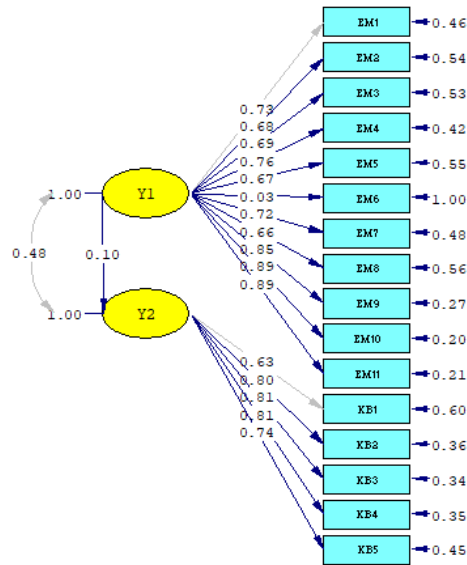


Figure 3. Model_1 CFA Endogenous Constructions

Based on Figure 3, it can be seen that in Model_1 CFA Endogenous Constructions there is still a loading factor loading value of less than 0.5, i.e. EM6 in the Event Marketing variable (Y1) means that the indicator is not yet valid and must be excluded, so that Model_2 CFA Endogenous Constructions as Figure 4.

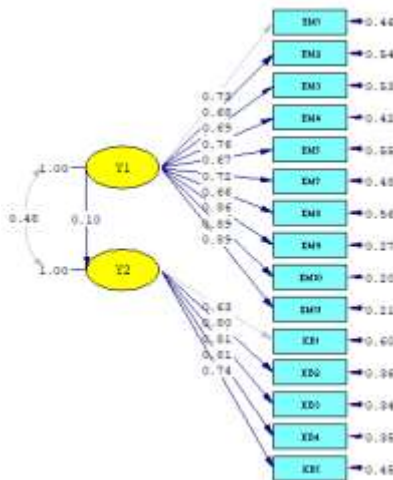


Figure 4. Model_2 CFA Endogenous Constructions

The Figure 4 indicates that in Model_2 CFA Endogenous Constructions there is no loading factor loading value that is less than 0.5, so that all indicators on the Endogen variable have shown valid. The results of the reliability calculation with the Construct Reliability of the Confirmatory Factor Analysis (CFA) of endogenous variables are presented in Table 3.

Table 3 Test Results of Validity and Reliability Indicators (Y1, Y2)

Dimension	Indicator	λ	Error = $1-\lambda^2$	CR= $(\sum\lambda)^2 / ((\sum\lambda)^2 + \sum\text{Error})$
Event Marketing (Y1)	EM1	0.73	0.46	0,931
	EM2	0.68	0.54	
	EM3	0.69	0.53	
	EM4	0.76	0.42	
	EM5	0.67	0.55	
	EM7	0.72	0.48	
	EM8	0.66	0.56	
	EM9	0.86	0.27	
	EM10	0.89	0.2	
	EM11	0.89	0.21	
Visiting Decision (Y2)	KB1	0.63	0.60	0,872
	KB2	0.80	0.36	
	KB3	0.81	0.34	
	KB4	0.81	0.35	
	KB5	0.74	0.45	

3. Structural Equation Modeling (SEM) Analysis

The model feasibility testing index in studies using SEM analysis methods is as Table 4.

Table 4 Goodness of Fit Index

No	Goodness of Fit Index	Value	Cut off Value	Criteria	Note
1.	Chi-Square Probability	2327.93 0,000	<math>\alpha</math>.df > 0,05	Good Fit	Marginal Fit
2.	RMSEA	0,119	0,00 – 0,05 \leq 0,08	Marginal fit Good Fit	Marginal Fit
3.	NFI	0,90	0,08 – 0,10 \geq 0,90	Merginal Fit Good Fit	Good Fit
4.	NNFI	0,91	0,80 – 0,89 \geq 0,90	Merginal Fit Good Fit	Good Fit
5.	CFI	0,92	0,80 – 0,89 \geq 0,90	Merginal Fit Good Fit	Good Fit
6.	GFI	0,90	0,05 – 0,10 \geq 0,90	Merginal Fit Good Fit	Good Fit
7.	IFI	0,92	0,80 – 0,89 \geq 0,90	Merginal Fit Good Fit	Good Fit
8.	AGFI	0,90	0,80 – 0,89 \geq 0,90	Merginal Fit Good Fit	Good Fit

Source: Primary Data, 2020

Estimation results for the full SEM model analysis based on the t-value are shown in Figure 5.

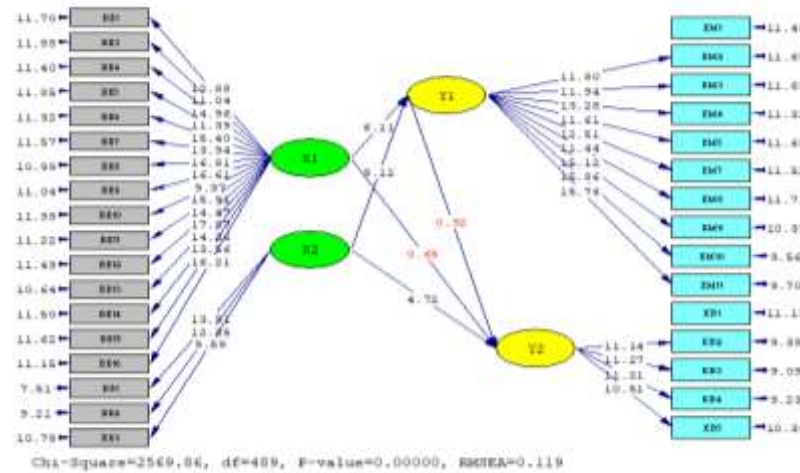


Figure 5. Full Model Estimation Results based on t-value

Based on Figure 5, it can be seen that almost all parameters in the Full Model are all significant (t-test value greater than 1.96), except for the influence of Event Marketing (Y1) on the decision of tourists visiting the 2018 Jakabaring Sport City Asian Games Legacy (JSC) as a Sport Tourism Destination (Y2) and Brand Equity (X1) on Visiting Decisions (Y2) is not significant at the 0.05% level. Estimation results for the full SEM model analysis based on loading standards are shown in Figure 6.

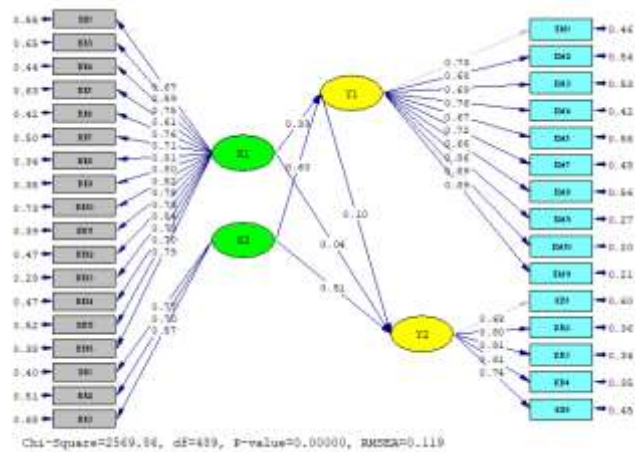


Figure 6. Full Model Estimation Results based on Loading Standards

Based on the standard loading results above, the following structural equation is obtained.

$$Y_1 = 0.33X_1 + 0.60X_2$$

Based on the sub-structural model, it can be explained that Event Marketing (Y1) is directly influenced by Brand Equity (X1) and Brand Resonance (X2). This shows that Brand Equity has a positive effect of 0.33 in Event Marketing, and Brand Resonance has a positive effect of 0.60 on Event Marketing. This means that Brand Resonance has a greater influence on Event Marketing.

$$Y_2 = 0.10Y_1 + 0.04X_1 + 0.51X_2$$

Based on the structural model above it can be explained that the decision of tourists visiting the 2018 Asian Games Legacy of Jakabaring Sport City (JSC) as a Sport Tourism Destination (Y2) is directly affected by Event Marketing (Y1), Brand Equity (X1) and Brand Resonance (X2). All three variables have a positive influence on the decision of tourists visiting the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination (Y2), meaning that if Event Marketing (Y1), Brand Equity (X1) and Brand Resonance (X2) increase, then the decision tourists visiting the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination (Y2), will increase at a 95% confidence level.

The magnitude of the influence of Event Marketing (Y1) on tourists' decision to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination (Y2) was 0.10, while Brand Equity (X1) was 0.04 and Brand Resonance (X2) was 0.51, meaning that Brand Resonance has a greater influence on the decision of tourists visiting the 2018 Asian Games Legacy of Jakabaring Sport City (JSC) as a Sport Tourism Destination than Event Marketing (Y1) and Brand Equity (X1).

4. Analysis of Direct Effects

Table 5 Test Results of Direct Effect

	Brand Equity (X1)	Brand Resonance (X2)	Event Marketing (Y1)
Event Marketing (Y1)	0.33	0.60	
Visiting Decision (Y2)	0.04	0.51	0.10

Source: Primary Data, 2020

Based on Table 5, the direct effect of Brand Equity (X1) on the decision of tourists visiting the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination is 0.04 or 4%, while the direct effect of Brand Resonance (X2) on the decision of tourists visiting Asian Legacy Games 2018 Jakabaring Sport City (JSC) as a Sport Tourism Destination of 0.51 or 51%. Both of these results which have a range of values indicate that the Brand Equity of the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination has not been able to encourage respondents' decision to visit.

5. Analysis of Indirect Effects

Table 6 Indirect Effects

	Brand Equity (X1)	Brand Resonance (X2)
Event Marketing (Y1)		
Visiting Decision (Y2)	0.03	0,06

Source: Primary Data, 2020

Based on the Table 6, Brand Equity has a positive effect on the decision of tourists to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination through marketing events as a mediating variable of 0.03. Brand Resonance has a positive effect on tourists'

decisions to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination through marketing events as a mediating variable of 0.06. However, with the results of data processing that tends to be smaller than the direct effect, event marketing actually has not been able to be a factor that can improve respondents' decision to visit by looking at the Brand Equity and Brand Resonance variables.

Conclusion

Based on the results of the research described previously, the following conclusions can be drawn:

1. The Brand Equity variable has a positive effect on the tourist decision variable of visiting the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination.
2. The Brand Resonance variable has a positive effect on the tourist decision variable visiting the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination.
3. The Brand Equity and Brand Resonance variables have a positive effect on the tourist decision variable of visiting the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination through marketing events as a mediating variable, but has not been able to be a factor that can increase respondents' visiting decisions.

Recommendation

After drawing conclusions from the discussion, then there are some recommendations that might be used. Despite having positive results, to improve the decision to visit the 2018 Asian Games Legacy Jakabaring Sport City (JSC) as a Sport Tourism Destination, the use of Brand Equity still needs to be improved. From the results of the questionnaire, it is known that there are several indicators that can be used as a reference to improve or enhance brand equity of the 2018 Asian Games Legacy Jakabaring Sport City (JSC), namely:

Table 7 Summary of Recommendation

No.	Variable/Indicator	Recommendation
1	Brand Equity - I can remember the logo of the 2018 Legacy Asian Games tourist attractions	Respondents are still having difficulty remembering the 2018 Legacy Asian Games tourist attractions, so there is a need to repair or change the logo that is more easily attached to the minds of visitors.
2	Brand Equity - I know the tourist location of the 2018 Asian Games Legacy in other cities or countries	There are still many respondents who do not know the location of the same tour or the same as the 2018 Asian Games Legacy in other cities or countries, so it can be informed to visitors about similar tourist locations that can be used as a comparison.
3	Brand Equity - I quickly remember the 2018 Legacy	Respondents still tend to have difficulty remembering the 2018 Asian Games Legacy tourist location where this

No.	Variable/Indicator	Recommendation
	Asian Games tourist location	location is located in the Ulu City of Palembang which is opposite the city center, so it is necessary to consider the most efficient modes of transportation such as the Sport Tourism Sightseeing Bus which can be replicated from Bandros (Bandung Tour on Bus) and it's going very well
4	Brand Equity - The 2018 Legacy Asian Games tourist location is very convenient	The manager of the 2018 Asian Games Legacy Jakabaring Sport City (JSC) must pay attention to the convenience of visitors, such as planting various trees so that the location is shadier and provides public facilities that are more easily accessible to visitors.
5	Event Marketing	For the marketing event of the 2018 Asian Games Legacy Jakabaring Sport City (JSC) is still not much done and is not always open to the public, so the addition of events related to tourist sites and involving many visitors can be used as an alternative so that visitors or even potential visitors can be more interested.

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