Event Re visit Intention: What don't we recognize?

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ABSTRACT

This research examines and analyzes the *effect of functional brand image, symbolic brand image* and *experimental brand image* on *brand attitude* and implication on *re visit intention*, a case study at Jakarta Fair Kemayoran 2017. Data of the research are visitor data taken from Jakarta Fair Kemayoran 2017. PLS-SEM have used to do data analysis. Findings of the research are *Functional brand image* has positive and significant effect on *brand attitude, symbolic brand image* has positive and significant effect on *brand attitude, experimental brand image* has positive and significant effect on *brand attitude,* and *brand attitude* has positive and significant effect on *re visit intention. Experimental brand image* has the highest effect on *brand attitude.*

Keywords: *functional brand image, symbolic brand image, experimental brand image, brand attitude, re visit intention*

1. Introduction

MICE (Meetings, Incentives, Conventions and Exhibitions) industry in Indonesia has developed well and become international industry as well. As interested destination for tourists, Indonesia is getting well known in *MICE* tour market. The existence of *MICE* events either national or international denotes testimony that people around the world support them. The stable economy development, politic and security stability are getting better, government endorsement, and adequate infrastructure are proponent factors to promote potencies in Indonesia alluring MICE's consumers both local and foreign to invest either as organizer or member of Mice (Kompas Gramedia, 2014).

Jakarta Fair Kemayoran (JFK) or it's well known by Pekan Raya Jakarta - the most annual festival in Indonesia and it is one of the MICE tour located in Jakarta particularly. JFK is an event may boost economy by maximizing enormously human resource through huge temporary workforces and even trillions transaction in total during the event on going (Nasution, 2014), on the other side, contribution to regional income in tax is the most beneficial of JFK to Indonesian economy. To sustain and promoting MICE's events continuously, JFK particularly, consumers' loyalty are the most important thing to be maintained and refined. It can be seen on collected data of Jakarta Fair Kemayoran visitors' number from 2008 through 2014. The visitor number of Jakarta Fair Kemayoran is continuously increase from 2008 through 2014, but it is unstable progress and even the decreased percentage is occurred on increment of visitor number, mainly in 2012 to 2014. It is big problem since increment potency is biggest as Minister of Home Affairs, Gamawann Fauzi announced that number of Indonesian population on September 2014 was 245.862.034 and based on the Central Bureau of Statistics' data in 2010 that DKI Jakarta's people were 9.607.787. By phenomenon of the event has already held for 40 years, then the increment potency of visitor number is highest and largest opened.

Consumers' loyalty is crucial for any company in business competition era which is competitive. By this reason, many companies are highly expected to embrace their customers for long term, even if it is probably forever. The success company in developing and maintaining consumers' loyalty, they are going to have long term success (Zeithaml et al, 1996). By *re visit intention* may promote trade as well. Strong loyalty on a brand may boost trade, strengthen confidence of marketing intermediaries, and have time for company to respond threat or competitors' movement in competition. If one of the competitors develops a supreme product, the loyalty customers may have time to the company refining its product by adjusting it.

Moreover, Cravens (2013) asserted that *brand image* is one of the factor may affect on customers' loyalty. Meanwhile, Kalihatu (2008) implied that two main perspectives in term of *re visit*

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intention are behavior and attitude, on the other words *re visit intention* can be viewed of what brands are purchased by customers and how are their feelings or attitude on particular brand. However, the relationship between *brand image* and *band attitude* of consumers and *band loyalty* are urgent to be scrutinized further.

2. Literature Review

2.1. *Social Exchange Theory*

The related and used theory in the research is interpersonal communication theory, particularly Social Exchange which is the theory studies how somebody's contribution in relationship predisposing others. This theory is proposed by Lattimore (2004) and it discerns economic point of view concerning cost and profit to predict attitude. It assumes that individual and group take strategy depending on earning *reward* and cost. In broad speaking, somebody wishes to play safely in low expenditure but have high earning.

2.2. The relationship between Brand Image and Brand Attitude

Brand Attitude is overall evaluation on equity brand model exposed in market segment development and it is occurred when attitude on it is more positive, then predisposing on brand equity (Rizwan 2014:. Attitude on brand may be worked to predict future business performance (Nassar, 2012). Apsari (2014:125), noted that attitude on particular brand may be motivated by impression or *image* of the brand. *Brand Image* may be classified into three parts depending on its benefit, namely functional, symbolic, and experience (Chun and Chen, 2014).

2.3. The Relationship between Functional Brand Image and Brand Attitude

Based on the research has been done by Wu and Wang (2014) that *functional brand image* may share positive *brand attitude* to consumers, then it uplifts satisfaction and long term loyalty on the brand. This is in line with Muttaqien's (2015) view who declared that *functional brand image* has positive effect on *brand attitude.*

Based on the findings on the research, then it can be proposed hypothesis as follow:

H1: *Functional Brand Image* has positive effect on *Brand Attitude*.

2.4. The Relationship between Symbolic Brand Image and Brand Attitude

Based on Wu and Wang' (2014) study that *symbolic brand image* may share positive *brand attitude* to consumers, then it rises up satisfaction and long term loyalty on the brand. It is harmonized with Muttaqien'(2015) findings that the better *symbolic brand image* has positive effect on *brand attitude.*

Based on the findings of the research, it can be proposed hypothesis as follow:

H2: *Symbolic Brand Image* has positive effect on *Brand Attitude*.

2.5. The Relationship between Experimental Brand Image and Brand Attitude

Based on Wu and Wang' (2014) study that *experimental brand image* may share positive *brand attitude* to consumers, then it improves satisfaction and long term loyalty on the brand.

Based on the findings of the research, it can be proposed hypothesis as follow:

H3: *Experimental Brand Image* has positive effect on *Brand Attitude*.

2.6. The Relationship between Brand Attitude and Re visit intention

Azizah and Widyastuti (2013:21) reported that customers' loyalty are consumers have positive attitude and commitment on a brand, and continuing to purchase it future.

By concerning to attitude on brand, consumers are going to instill their belief, settle whether like or dislike, and decide whether they purchase the product (Retnaningsih, 2010). The approach has been confirmed in Huda (2012) study that high brand attitude has better prospect to stimulate repurchasing or customers' loyalty. Based on the findings of the studies, then it can be acknowledged that attitude on brand has positive effect on re visit intention. Therefore, it can be proposed hypothesis as follow:

H4: *Brand Attitude* has positive effect on *re visit intention*.

2.7. Research Framework

Based on the prior study hypotheses, then this research is constructed by framework of thinking as follows:

Figure 2.1
Research Framework
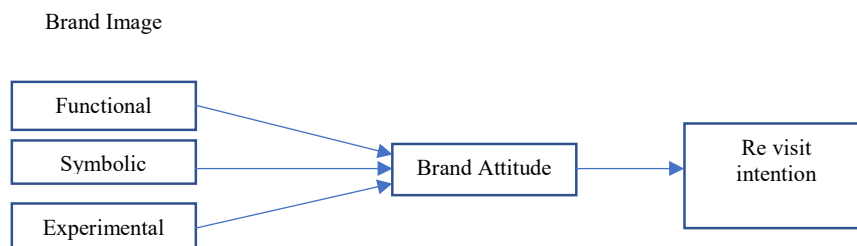
3. Research Methodology

This research is categorized into *explanatory research* – means to elaborate causal relationship between variables by hypothesis testing. The approach of the research used is survey by questionnaire. Path paradigm by statistical analysis, *Partial Least Square (PLS)* is used as main paradigm. Number of population in this research is 5 million visitors at Jakarta Fair Kemayoran 2017, while sample is 200 visitors at Jakarta Fair Kemayoran 2017.

As analysis tool is going to be used, is *Partial Least Square Structural Equation Model* (PLS-SEM), then the representative minimum sample regulation according to Hair *et.al* (2014) is depended on number of indicator and multiplied 5 to 10.

4. Data Analysis

4.1. Measurement Model

There are three values must be concerned in this stage, namely *convergent validity, discriminant validity,* and *composite reliability. Convergent validity* is used to identify instrument items and as indicator for all latent variables.

Table 4.1
Result of *Discriminant Validity (Average Variance Extracted/ AVE)* Test

	AVE
Brand Attitude	0.669
Re visit intention	0.669
Experimental Brand Image	0.616
Functional Brand Image	0.638
Symbolic Brand Image	0.548

Table 5.3 demonstrates that AVE root value on research variables have value more than 0,5, so that, this test can be concluded satisfying test requirement for *discriminant validity.*

The other method used to appraise *discriminant validity* is by comparing root square from Average Variance Extracted (AVE) of each construct in model correlation between one of construct and others. The results of the test are provided on Table 4.2.

Table 4.2

The Result of *Discriminant Validity (Fornell-Larcker Criterium)*Test

	Brand Attitude	Brand Loyalty	Experimental Brand Image	Functional Brand Image	Symbolic Brand Image
Brand Attitude	0.818				
Re visit intention	0.649	0.818			
Experimental Brand Image	0.637	0.602	0.785		
Functional Brand Image	0.546	0.554	0.587	0.799	
Symbolic Brand Image	0.557	0.574	0.554	0.470	0.740

Referring to the table 4.1, it can be drawn conclusion that AVE *re visit intention* variable is 0.818, higher than correlation variable of *re visit intention* with other variables. AVE *experimental brand image* variable as well is 0.785, higher than correlation variable of *experimental brand image* with the other variables. It can be happened on *functional brand image* variable, where AVE functional brand image variable is 0.799, higher than correlation variable of *functional brand image* with other variables. It is same as *symbolic brand image* variable, where AVE symbolic brand image variable is 0.740 higher than correlation variable of *symbolic brand image* variable with other variables. Then, *composite reliability* test is committed to test reliability of quantified constructs by two criteria: composite reliability and Cronbach Alpha of indicator block quantifies those constructs. The result of *composite reliability* test is provided on Table 4.3.

Table 4.3

The Result of *Composite Reliability & Cronbach Alpha* Test

	Composite Reliability	Cronbachs Alpha
Brand Attitude	0.890	0.836
Re visit intention	0.890	0.835
Experimental Brand Image	0.865	0.792
Functional Brand Image	0.876	0.810
Symbolic Brand Image	0.824	0.706

Table 4.3. exposes that *composite reliability* or *Cronbach Alpha* is 0,7, so that, it can be inferred that the constructs have good reliability.

4.2. Structural Model

The effect of *Functional Brand Image* model, *Symbolic Brand Image*, and *Experimental Brand Image* on *Brand Attitude* share R-square value, is 0.492 that may be interpreted as *brand attitude* construct variable and it is described by variables construct of *Functional Brand Image*, *Symbolic Brand Image* and *Experimental Brand Image* are 49.2% and 50.8% portrayed by other variables outside of the research. Moreover, the effect of *brand attitude* model on *re visit intention* shares R-square as 0.422 and may be interpreted as construct variability of *re visit intention* and is described by construct variability of *brand attitude* as 42.2% while 57.8% is described by other variable outside of the research.

Hypothesis test uses *Partial Least Square* (PLS) will disclose three hypotheses. It is committed by using t-test of each path effect between variable. Each of relation in PLS test is statistically formulated by doing simulation. In this case, bootstrapping method on sample is applied to minimize problem in the data. The result of bootstrapping test of PLS analysis can be seen on Table 4.4.

Table 4.4
The Result of Hypothesis Test by *Partial Least Square*

	Path Coefficients	T-Statistics	Conclusion
Functional Brand Image -> Brand Attitude	0.208	2.839	Significant
Symbolic Brand Image -> Brand Attitude	0.251	3.277	Significant
Experimental Brand Image -> Brand Attitude	0.376	4.376	Significant
Brand Attitude -> Re visit intention	0.649	14.408	Significant

Based on the analysis of PLS then in this section will be discussed the results have been done. The research is addressed to identify the effect of *functional brand image* on *brand attitude,* the effect of *symbolic brand image* on *brand attitude,* the effect of *experimental brand image* on *brand attitude,* and the effect of *brand attitude* on *re visit intention*. The test is directed by hypotheses, and then they can be identified how each of construct has effect on other constructs. *Functional brand image* has positive and significant effect on *brand attitude*. It means that *functional brand image* is gained by consumers may predispose customers' *brand attitude* on the brand. The result of the analysis has been obtained confirming Kamins, Marks (1991) and Park et al. (1986) theory who proposed that consumers' behavior may be predisposed by *functional image*, *symbolic image* and *experiential image.* Additionally, *brand image* is key point to promote consumers' behavior in respect of a brand.

The result of the analysis is in line with Wu and Wang's (2014) study which reported that *functional brand image* may share positive *brand attitude* of consumers and it boosts up satisfaction and then engender long term loyalty on the brand. Similar to Bruhn, Schoenmueller and Schafer (2012), and Muttaqien (2015) declared that *functional brand image* has positive effect on *brand attitude*. Thus, *symbolic brand image* has positive and significant effect on *brand attitude*. It means that *symbolic brand image* is gained by consumers may predispose customers' *brand attitude* on the brand. The result of the analysis has been obtained confirming Kamins, Marks (1991) and Park et al. (1986) theory who proposed that consumers' behavior may be predisposed by *functional image*, *symbolic image* and *experiential image.* Additionally, *brand image* is key point to promote consumers' behavior in respect of a brand. The result of the analysis is in line with Wu and Wang's (2014) study which presented that *symbolic brand image* may share positive *brand attitude* of consumers and it boosts up satisfaction and then engender long term loyalty on the brand. Similar to Bruhn, Schoenmueller and Schafer (2012), and Muttaqien (2015) declared that *symbolic brand image* has positive effect on *brand attitude*.

Experimental brand image has positive and significant effect on *brand attitude*. It means that *experimental brand image* is gained by consumers may predispose customers' *brand attitude* on the brand. The result of the analysis has been obtained confirming Kamins, Marks (1991) and Park et al. (1986) theory who proposed that consumers' behavior may be predisposed by *functional image*, *symbolic image* and *experiential image.* Additionally, *brand image* is key point to promote consumers' behavior in respect of a brand. The result of the analysis is in line with Wu and Wang's (2014) study which posed that *experimental brand image* may share positive *brand attitude* of consumers and it boosts up satisfaction and then engender long term loyalty on the brand. Similar to Bruhn, Chen, Chen and Huang (2012) declared that *symbolic brand image* has significantly effect on *brand attitude*. *Brand Attitude* has positive and significant effect on *re visit intention*. It means that *brand attitude* is owned by consumers may predispose customers' *re visit intention* on a brand. The result of the analysis has been obtained confirming Jamal and Goode (2001), Priester (2004) who proposed that consumers' behavior may be predisposed by their *brand attitude,* is a behavior directing to *re visit intention.* The result of the analysis is in line with Wu and Wang's (2014) study which declared that *brand attitude* has positive and significant effect on *re visit intention.* Sondoh Jr, Omar, Wahid, Ismail and Harun (2007), have same proposition that *brand attitude* has positive effect on *re visit intention.*

5. Implication and Recommendations for the Future Research
The research verifies that *functional, symbolic,* and *experimental brand image* on *brand attitude* and implication on *re visit intention*, a case study on *marketing event* at Jakarta Fair Kemayoran 2017. It confirms *social exchange theory* that customer loyalty may be gained if feedback is owned by

customer fulfilled and even over expectation, as benefit earned (*functional brand image*) and loyalty aspect as well on prior customers' experience on a decision (*experimental brand image*), where it predisposes customer's *brand attitude* are going to have effect on repeated action, and to get to *re visit intention* of a brand. This is in line with the findings of the research that *symbolic brand image* has lowest effect on *brand attitude* since *symbolic brand image* denotes is indirectly benefit, and customers prioritize on indirectly earned benefit of behavior and decision on a brand. Suggestions may be recommended for next study are propagating concern on *marketing event* by *social exchange theory* as reference since currently study which concerns *marketing event* is inadequate. In fact, *marketing event* potency in Indonesia has developed well and it is still going to grow up rapidly by embracing wider and global segment to compete with other Asian countries. The research can be generalized for other related researches to *marketing event,* since the research has drawback is only focusing on Jakarta Fair Kemayoran 2015. To be expected it can be used as reference for next research which concerns on *marketing event* in another places around Indonesia.

The research presents that visitors' loyalty at Jakarta Fair Kemayoran 2017 are affected by *brand attitude*, and *brand attitude* is affected by *functional, symbolic* and *experimental brand image.* It may become recommendation for the next event at Jakarta Fair Kemayoran to be better and deeply consider function/benefit and positive experience aspects are felt by visitors, *symbolic brand image* as well of the *event.* Those three aspects are going to have implication on visitors' attitude, behavior, and loyalty of the event. To promote *brand image* functional aspect is by refining programs quality, enlarge and offer colorful facilities and infrastructures, propagate promotion and offer special prices for members or participated companies at the event. In order to boost *experimental brand image* aspect is by security and comfortable at the event to share great impression for visitors. Thus, to endorse *symbolic brand image* is by huge promotion, either *above the line* through advertisements on TV, radio, and electronic media, *below the line* by billboard, banner, leaflet, and brochure, and *through the line* by social media such as website, Facebook, Path, Instagram, and other social media The visitor loyalty is expected to maintain sustainability of Jakarta Fair Kemayoran in the future. Local Government of DKI Jakarta as shareholder of PT. Jakarta International Expo and organizer of the event should endorse marketing events to improve Gross Domestic Revenue and economic turnaround, create and enlarge job vacancies, and support Small and Medium Enterprises performance development in Indonesia and even export Indonesian creativity products to other countries around the world.

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