

## Brand Awareness Strategy to Increase Tourist Purchase Decision in Sentra Rajut Binong Jati

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**Abstract.** There are 15 production centers of various products included as SMEs in Bandung as shopping tourism destination. One of them is a center production for knitting clothes known as Sentra Rajut Binong Jati or Binong Jati Knitting Industrial Center. Although it has been operating since 1960, Binong Jati Knitting Industrial Center has yet developed as fast as other production centers. Not many people have known this destination, even by domestic tourists. Therefore, this study aims to describe brand awareness and the level of purchase decision in Binong Jati Knitting Industrial Center, as well as analyzing the effect of brand awareness towards purchase decision. This research requires the sample as much as 129 respondents with purposive sampling techniques. This research uses techniques of descriptive statistical analysis, hypothesis testing, regression, classic assumption test linear simple as well as the coefficient of determination. Based on the study results, it can be summarized that, first, brand awareness and purchase decision of domestic tourists at Binong Jati Knitting Industrial Center are at a moderate level. Second, brand awareness influences purchase decision. Strategies to increase brand awareness of the Binong Jati Sentra include increasing brand recognition with advertisements on instagram, google ads, or television advertisements, increasing brand recall by improving road infrastructure and regional identity, building product sales centers, and organizing tourism events that can invite tourist visits to Binong Jati.

### 1. Introduction

There are 15 production centers of various products included as SMEs in Bandung as shopping tourism destination. One of them is a center production for knitting clothes known as Sentra Rajut Binong Jati or Binong Jati Knitting Industrial Center. Although it has been operating since 1960, Binong Jati Knitting Industrial Center has yet developed as fast as other production centers. Not many people have known this destination, even by domestic tourists. Therefore, this study aims to describe brand awareness and the level of purchase decision in Binong Jati Knitting Industrial Center, as well as analyzing the effect of brand awareness towards purchase decision.

### 2. Literature Review

#### 2.1 Brand Awareness

Brand awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer's ability to identify the brand under different conditions [1]. Dimension of Brand awareness consists of brand recognition and brand recall. Brand recognition is consumers' ability to confirm prior exposure to the brand when given the brand as a cue. Meanwhile, brand recall is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue. Based on this definition, there are two indicators of brand awareness used in this research, as shown in Table 1.

**Table 1.** Indicators of Brand Awareness

| Dimension         | Indicator  |
|-------------------|--|
| Brand recognition | The level of ability to confirm brand ( $X_1$ )                            |
| Brand recall      | The level of ability to recall brand based on product categories ( $X_2$ ) |
|                   | The level of ability to recall brand when need a product ( $X_3$ )         |

## 2.2 Purchase Decision

Customer purchase decision is a process that derives of all their experiences in learning, choosing, using and even removing a product [2]. On the other hand, Customer purchase decision is an individual action that is directly or indirectly involved in an attempt to obtain and use a product or service needed. [3]

The dimensions of purchase decision in this study are taken from the theory by Kotler and Keller, namely (1) Problem Recognition, (2) Information Search; (3) Evaluation of Alternatives; (4) Purchase Decision; (5) Post-purchase Decision. Of the five dimensions, the indicators used in this study are problem recognition, information search, and purchase decision. [4]

**Table 2.** Indicators of Purchase Decision

| Dimension                  | Indicator Used                            |
|----------------------------|---|
| Problem Recognition        | The level of needs recognition ( $Y_1$ )  |
| Information Search         | The level of information search ( $Y_2$ ) |
| Evaluation of Alternatives | -   |
| Purchase Decision          | The level of purchase decision ( $Y_3$ )  |
| Post-purchase Decision     | -   |

## 3. Research Methods

### 3.1 Types of Research and Research Variables

There are two variables measured in this study, namely purchase decision as a dependent variable and brand awareness as an independent variable. The perception of respondents towards brand awareness and purchase decision is described quantitatively. In addition, the influence of the independent variables on the dependent variable was tested quantitatively by verification. Therefore, this study uses quantitative method.

### 3.2 Data Collection Techniques and Data Analysis Techniques

Data collection was conducted with various techniques. The main instrument in this study is questionnaires. In addition, observations were made to the research locations at Binong Jati Knitting Industrial Center and ten other production centers that became shopping destinations in the city of Bandung. Interviews were conducted to important informants at the research location to obtain supporting data. After the data was collected, the data was processed with Microsoft Excel and IBM SPSS Version 24 software. Data analysis techniques used are quantitative descriptive analysis and simple linear regression analysis techniques.

### 3.3 Population and Sample

The population in this study is tourists visiting shopping destinations in the city of Bandung from June to July 2018. Because the population cannot be calculated in an exact amount, this study determined a sample of 150 respondents. The sampling technique used includes the non-probability sampling category, namely purposive sampling. From 150 respondents answering the questionnaires, 129 are qualified. Therefore, the number of data processed is 129 units.

## 4. Findings

### 4.1 Characteristics of Respondents

Characteristics of respondents were described based on gender, age, domicile, income per month, knowledge, and experience visiting Binong Jati Knitting Industrial Center and daily use of media. Based on gender, female respondents are 96 respondents or 74.4 percent while male respondents are 33 people or 25.6 percent.

Based on age, there are 60 people or 46.5 percent of respondents aged 15-23 years old. There are 60 people or 46.5 percent of respondents aged 24-45 years old. Respondents aged 46-60 years are 9 people or 7 percent. There are no respondents aged less than 15 years old and more than 60 years old. Based on domicile, respondents living in Bandung City (Kota Bandung), Bandung Regency (Kabupaten Bandung), West Bandung Regency (Kabupaten Bandung Barat), and Cimahi City (Kota Cimahi) include 58.1 percent. Respondents who live outside Bandung area but still around West Java Province are as much as 30.2 percent. Respondents who come from cities or regencies outside the West Java Province, but included in Java Island are around 11.6 percent. This shows that domestic tourists still dominate among tourists who visit Bandung.

Based on income, respondents who earn less than IDR 3 million are as around 44.2 percent, followed by respondents who earn IDR 3-7 million, namely 41.9 percent. The respondents who earn IDR 7-15 million are as much as 14 percent. There is no respondent who earn more than IDR 15 million per month.

**Table 3.** Respondents' Knowledge on Binong Jati Knitting Industrial Center

| Knowledge on Binong Jati as a Knitted Center | F (people) | %     |
|--|------------|-------|
| Do not know                                  | 42         | 32.55 |
| Uncertain                                    | 33         | 25.58 |
| Know   | 54         | 41.86 |
| Total  | 129        | 100.0 |

Table 3 shows that 32.55 percent of respondents did not know Binong Jati Knitting Industrial Center. As many as 41.86 percent has known and the other 25.58 percent answered doubtfully. Considering the low percentage of respondents who already know, this means that Binong Jati Knitting Industrial Center is yet to be well known.

**Table 4.** Respondents' Experience in Visiting Binong Jati Knitting Industrial Center

| Visiting Binong Jati Industrial Center | Experience to Knitting | F (people) | %     |
|--|------------------------|------------|-------|
| Never                                  |                        | 75         | 58.13 |
| Ever                                   |                        | 48         | 37.20 |
| Often                                  |                        | 6          | 4.65  |
| Total                                  |                        | 129        | 100.0 |

Based on Table 4, we know that 58.13 percent of respondents have never visited Binong Jati Knitting Industrial Center. As many as 37.20 percent has visited and 4.65 percent answered to frequently visit. This means that Binong Jati Knitting Industrial Center is not yet a shopping destination.

**Table 5.** Respondents’ Characteristics based on the Type of Mass Media Used

| No. | Mass Media Access   | F<br>(people) | %    |
|-----|---------------------|---------------|------|
| 1   | Instagram           | 105           | 81.3 |
| 2   | Google              | 90            | 69.7 |
| 3   | Television          | 87            | 67.4 |
| 4   | Youtube             | 75            | 58.1 |
| 5   | Facebook            | 72            | 55.8 |
| 6   | Radio               | 18            | 13.9 |
| 7   | Newspaper (printed) | 9             | 6.9  |

Based on Table 5, we can see that the mass media used daily by respondents are sorted from highest to lowest: Instagram 81.3 percent, Google 69.7 percent, television 67.4 percent, Youtube 58.1 percent, Facebook 55.8 percent, radio 13.9 percent and printed newspaper 6.9 percent. From this figure, it can be seen that the top two media are internet-based mass media. Television is not the main mass media, but the percentage of television viewers is still slightly above Youtube. Social media Facebook has fewer users than Instagram. Meanwhile, radio and newspapers are at the bottom two.

Based on the description of the respondent characteristics, it can be concluded that, based on gender, female respondents are more than men; based on age, respondents are dominated by 15-45 years old. Based on domicile, most of the respondents came from Bandung Raya area; in terms of income, most respondents are classified as middle income. On the other hand, based on the aspect of knowledge, most respondents do not know or feel uncertain that Binong Jati is a knitted center. Also, based on visiting experience, a large number of respondents have never visited Binong Jati Knitting Industrial Center; and Instagram is the most widely used mass media by respondents.

#### 4.2 Brand Awareness of Binong Jati Knitting Industrial Center

There are three indicators used to measure the amount of brand awareness of Binong Jati Knitting Industrial Center. First, the ability to confirm the brand is 65.1 percent, including the medium category. Respondents' answers to the question "When I hear the word Binong Jati, I immediately recall knitting" are as follows: 2.3 percent answered *strongly disagree*, 18.6 percent felt *disagree*, 41.9 percent felt *uncertain*, 25.6 percent *agreed*, and 11.6 percent stated *strongly agree*. Thus, almost half of the respondents were not sure that Binong Jati was related to knitting. Only a small number recall Binong Jati as related to knitting.

Second, the level of ability to recall brands by product category is by 67.9 percent, including the medium category. Respondents' answers to the question "I know that Binong Jati is the center of the production and sale of knitwear" are as follows: 2.3 percent answered *strongly disagree*, 18.6 percent felt *disagree*, 30.2 percent said they felt *uncertain*, 34.9 percent answered *agree*, and 14 percent answered *strongly agree*. Nearly half of the respondents did not know that Binong Jati is a knitting center. Only half of respondents stated that they know that Binong Jati is a center of knitting.

**Table 6.** Actual Scores of Brand Awareness Variables

| No | Question  | Score | Ideal Score | %    |
|----|---|-------|-------------|------|
| 1  | If I hear the word “Binong Jati”, I immediately | 420   | 645         | 65.1 |

|   |  |      |      |       |
|---|--|------|------|-------|
|   | recall "knitting"  |      |      |       |
| 2 | I know that Binong Jati is center of production and selling of knitted clothes | 438  | 645  | 67.9  |
| 3 | If you need knitted products, you will...?                                     | 417  | 645  | 64.6  |
|   | Total  | 1275 | 1935 | 196.4 |
|   | Average  | 425  | 645  | 65.8  |

Third, the level of ability to recall the brand when needing a product is amounted to 64.6 percent, or categorized as medium. Respondents' answers to the question "If you need knitted products at any time, you will ...?" are as follows: 4.7% respondents answered they did not know where to find the product; 37.3% answered they would seek information through internet or social media. On the other hand, 20.9% stated they would seek information to friends who know; 4.7 percent of respondents said they would look for a mall or boutique; and 32.6 percent respondents stated they would immediately recall Binong Jati.

The amount of brand awareness is measured by the interval category. Actual score of brand awareness at Binong Knitted Center is 1275. Interval scores ranges from low category (387-903), medium category (904-1419), and high category (1420-1953). Thus, it can be said that brand awareness of Binong Jati Knitting Industrial Center is categorized as *medium*.

#### 4.3 Purchase Decision in Binong Jati Knitting Industrial Center According to Domestic Tourists

There are three indicators used to measure the amount of purchase decision at Binong Jati Knitting Industrial Center. First, the level of need recognition is amounted to 72.5 percent, included as high category. For question "Do you need knitted products?", as many as 58.1 percent answered *need*, as many as 32.6 percent answered that they *did not need* it. Both Respondents who answered that they did not need it and needed has the same number of 4.7 percent. Thus, knitted products are included as products needed by potential customers.

Second, the level of information seeking is 35.8 percent, included as the low category. Respondents' answers to the question "Have you ever sought information about Binong Jati knits?" are as follows: 58.1 percent answered *never*, 14.0 percent felt *once*, 20.9 percent said *sometimes*, 4.7 percent said *frequently*, and 2.3 percent stated *always*. Thus, it can be concluded that a large number of respondents never sought information on Binong Jati Knitting Industrial Center.

Third, purchase decision rate is by 66 percent, included as the medium category. Respondents' answers to the question "I decided to buy knits in Binong Jati" are as follows: 41.9 percent answered *agree*, 41.9 percent also answered *uncertain*, 11.6 percent answered *disagree*, and those who stated *strongly agreed* and *strongly disagree* are by 2.3 percent.

**Table 7.** Actual Score of Purchase decision

| No | Questions  | Score | Ideal Score | %     |
|----|--|-------|-------------|-------|
| 1  | Do you need knitted products?  | 468   | 645         | 72.5  |
| 2  | Have you ever looked for information on knitted products of Binong Jati? | 231   | 645         | 35.8  |
| 3  | I decided to purchase knitted products in Binong Jati                    | 426   | 645         | 66.0  |
|    | Total  | 1125  | 1935        | 174.3 |
|    | Average  | 375   | 645         | 58.1  |

The amount of purchase decision is measured by interval category. The actual purchase decision score at Binong Jati Knitting Industrial Center is 1125. Interval size ranges from low category for

score 387-903, medium category for scores 904-1419, and high category for 1420-1953. Thus, purchase decision at Binong Jati Knitting Industrial Center is included as "Medium" category.

4.4 *The Effect of Brand Awareness on Purchase decision in Binong Jati Knitting Industrial Center*

The effect of brand awareness towards purchase decision in Binong Jati Knitting Industrial Center is concluded through hypothesis testing with the t-test method. The value of t-count is 8.436 as seen in Table 8. Then, t-value on Table T is calculated by assuming the number of respondents as many as 129, the lever of error tolerance ( $\alpha = 5\%$  or 0.05), and the number of variables as much as 2 units. It is known that the value of t Table is 1.65 units. The value of t-count is bigger than t Table; so hypothesis null is rejected and alternative hypothesis is accepted. Therefore, brand awareness affects purchase decision (Y) in Binong Jati Knitting Industrial Center.

**Table 8.** Output of T Count with IBM SPSS 24

| <b>Coefficients<sup>a</sup></b> |                        |                             |            |                           |        |      |
|---------------------------------|------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                           |                        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                                 |                        | B                           | Std. Error | Beta                      |        |      |
| 1                               | (Cons.)                | 4.931                       | .468       |                           | 10.547 | .000 |
|                                 | <i>Brand Awareness</i> | .383                        | .045       | .599                      | 8.436  | .000 |

a. Dependent Variable: Purchase decision

Result of normality test shows that data is not distributed normally, so statistic test used is non-parametric statistic. The following is data process output using IBM SPSS 24:

**Table 9.** Coefficient of Spearman Rank

| <b>Correlations</b> |                   |                         |                 |                   |
|---------------------|-------------------|-------------------------|-----------------|-------------------|
|                     |                   |                         | Brand Awareness | Purchase decision |
| Spearman's rho      | Brand Awareness   | Correlation Coefficient | 1.000           | .585**            |
|                     |                   | Sig. (2-tailed)         | .               | .000              |
|                     |                   | N                       | 129             | 129               |
|                     | Purchase decision | Correlation Coefficient | .585**          | 1.000             |
|                     |                   | Sig. (2-tailed)         | .000            | .                 |
|                     |                   | N                       | 129             | 129               |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The value of the correlation coefficient in Table 8 is 0.585. It means that relationship between brand relationships and purchase decision is at medium level. The amount of influence of brand awareness on purchase decision is obtained by calculating the coefficient of determination, where the coefficient of determination is the square of the correlation coefficient multiplied by one hundred percent. Therefore, the value obtained is 34.22 percent. Significance coefficient value is 0.000, less than 0.05. Therefore, brand awareness has a significant influence on purchase decision.

4.5 *Brand Awareness Strategy to Increase Tourist Purchase Decision in Binong Jati Knitting Industrial Center*

Based on the data analysis, it is known that, first, purchase decision at the Binong Jati Knitting Industrial Center are in the medium category, even though the level of demand for knitted products is high. Thus, a strategy is needed that can increase purchase decision. The strategy could be implemented by the owners of knitting business, by the association of knit business owners, or by the

government of Bandung. Second, the results of testing hypotheses indicate that brand awareness has a significant effect on purchase decision, though brand awareness at Binong Jati Knitting Industrial Center is in the medium category. Thus, a strategy is needed to increase brand awareness to be high because the increase in brand awareness will cause an increase in purchase decision.

The strategy to increase brand awareness is to increase the value of both dimensions of brand awareness, namely brand recognition and brand recall. The first strategy is to increase brand recognition with advertisements in the mass media. Based on the survey results in this study, the suggested media are Instagram, Google Ads, or advertisements on television. Consumer behavior now starts to shift from conventional mass media to online mass media. Therefore, providing information via internet is very important. Internet contents such as websites or blogs about knitted products and knitted center areas need to be reproduced and designed as attractive as possible, to make it easier for potential customers to find when they need information.

The second strategy is to increase the brand recall by improving infrastructure of Binong Jati region. Observations in the Binong Jati area indicate that access to Binong Jati is still in the form of a narrow road with a small gate that is less "eye catching". The recommendation is to make an iconic monument that shows the identity of Binong Jati as a production center and knitting marketing. The authorities can do benchmarking like building Shoes Monument as in Cibaduyut (a shoes center area in Bandung) as the identity of shoe production centers. Thus, the people who pass Gatot Subroto Street Bandung will be aware of the existence of Binong Jati as a knitting center.

In addition, in Binong Jati area, a knitting sales center needs to be built. It can be in the form of a number of shop houses, or several large-scale shops that have a large stock of knitted collections and varied product choices. The shop needs to be equipped with extensive parking facilities, a tourism information center, and other adequate supporting facilities so that visitors feel comfortable and served.

The third strategy is to increase the brand recall by organizing tourism events based on art and culture that can invite tourist to visit Binong Jati. This activity needs to be carried out regularly and gradually so that it can attract potential buyers to come to Binong Jati.

## 5. Conclusion

Based on the results of the study, it can be concluded that, first, brand awareness and purchase decision of domestic tourists at Binong Jati Knitting Industrial Center are at a moderate level. Second, brand awareness influences purchase decision. Strategies to increase brand awareness of the Binong Jati Sentra include increasing brand recognition with advertisements on Instagram, Google Ads, or television advertisements; increasing brand recall by improving road infrastructure and regional identity, building product sales centers; and organizing tourism events that can invite tourist visits to Binong Jati.

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