THE INFLUENCE OF BRAND IMAGE AND CUSTOMER PERCEIVED VALUE TO CUSTOMER SATISFACTION AND REVISIT INTENTION IN ECO GREEN PARK, BATU, EAST JAVA

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Abstract

The purpose of this study is to measure the influence of brand image and consumer perceived value on customer satisfaction and revisit intention in Eco Green Park, Batu, East Java. The use of variables is able to solve problems that arise in Eco Green Park.

The sample in this research is the consumer who has ever visited the Eco Green Park, Batu, East Java. Convenience sampling technique using sampling with 150 respondents. Partial Least Square (PLS) analysis is applied to analyze the data using the model outer and inner models.

The results showed that brand image has a significant relationship to customer satisfaction and intentions to come back, while the consumer perceived value also has a significant influence on consumer satisfaction and revisit intention. Consumer satisfaction itself has a significant influence on the revisit intention.

Keywords: brand image, perceived value, customer satisfaction, revisit Intention, Eco Green Park.

INTRODUCTION

One of the service sectors receiving much attention from the customers is tourism. Tourism activity is of the sectors playing an important role in the development process in terms of its contribution toward region income as it provides contribution to increase foreign exchange earning. East Java is one of the provinces in Indonesia which has lots of potential (East Java BPS, 2015) tourist destinations and natural resources to be developed as assets in tourism sector. According to Central Bureau of Statistics (BPS, 2015), foreign tourists coming to East Java in 2014 was 217,193 or decreasing 3.49%. The data show that East Java has potential development on tourist sector particularly in Batu. Batu Tourism City (BTC) is one of tourist destinations that has many interesting tourism places. Located 15km in West of Malang city, on the track of Malang-kediri and Malang-Jombang, BTC directs border with Mojokerto Regency and Pasuruan Regency in North and Malang Regency in east, south, and west. BTC has a temperature between 15-19 degrees celcius. Eco
Green Park is a newly opened tourist rides since July 1, 2012 in Batu city (Internet Processed, 2015). It is located on Jalan Oro-Oro Ombo, particularly in the area of Jatim Park 2 and the extent of about 5 hectares. New rides were built to complement the existing rides in Jatim Park 2, the Wildlife Museum, and Batu secret Zoo, and it is also done to recommend Jatim Park 2 as one of the national tourist destinations after Bali. According to Zeithaml et al (2000), satisfaction is defined as a response of costumers consumers regarding their fulfillment. Satisfaction is an assessment of the characteristics of a product or service or privilege, or the product itself, which provides a level of costumer pleasure associated with the fulfillment of the consumption of costumers needs . According Tjiptono (2002), the existence of customer satisfaction will be able to establish a harmonious relationship between producers and costumers. It can create a good foundation for repeat purchases and create customer loyalty and form a word of mouth recommendation which will be able to benefit a company. According to Kotler, et al (2002), satisfaction level is the extent to which a product is perceived according to the expectations of the buyer . Costumers satisfaction is very important to be considered and managed well because it will affect costumers behavior both in the short term or long term. Gremler, et al (in Caruana, 2000) provides the definition of "customer loyalty as the level at which a costumers show repeat purchase of a product, have a positive attitude toward the product, and only choose the product that is in accordance with their needs". Consumer will indicate if the loyal attitude a company is able to provide satisfaction to consumer. In general, the final goal of a company is the customer loyalty (Fitzell, 1998; Reynolds, et al, 1999).

Based on a research by Um et al. (2006) about antecedents of revisit intention to Hongkong and research by Quintal and Poleynski (2009) about factors affecting tourist revisit intention to West Australia, there are four variables that are most likely affecting tourist return visit intention and satisfaction. Those four variables include perceived attractiveness, perceived quality of service, perceived value, and perceived risk.

Starting a business particularly in the services sector is not easy. One of the ways that a company can do to get the costumers trust is by taking over consumers attention through brand image. According Solihin (2004), Brand Image is everything about the brand of a product which is thought, felt, and visualized by costumers. Shimp (2007) suggests that Brand image is constituted by various interest developed
by the costumers at any time. Humans can be a brand like the idea of having each personality". The components of Brand Image according to Biel (1992) in journal of Xian, et al (2011:1876) consists of Corporate Image, User Image, and Product Image. According to Park, et al (1986), Arnold (1992) Brand Image refers to the association of the brand image associated with the brand in the minds of costumers memory: attributes, benefits and attitudes". Benefits are categorized into three sub-categories: functional, symbolic, and experiential benefits (Park, et al: 1986). Aaker (1991) and Rory (2000) showed that with the development of a good image, it is likely to increase the costumers satisfaction and they want later recommend the company products to others. According to Butler (2007), " costumers satisfaction is a feeling of satisfaction that emerges in response to the customer because of the customer experience in receiving services or products provided". To understand the satisfaction and revisit intention relationship better, additional insight into the link was provided by examining the moderating effects of switching barriers on this relationship. The relationship between satisfaction and repurchase intention often shows considerable variability (Jones et al., 2000; Ranaweera and Prabhu, 2003), which indicates that the linkage between customer satisfaction and repurchase intention is not as simple as it may seem (Evanschitzky and Wunderlich, 2006). Customer perceived value encompasses outcomes which reflect the nature of the end-state – what an individual wants or their ultimate goal (i.e., benefits received). An outcome is valued in this sense to the extent that the object is useful, satisfies a need, or solves a problem. It also encompasses process which reflects the experience during the activity driving goal pursuit. Perceived value is seen a more broad, including any factor that affects the individual’s experience during goal pursuit (Higgins and Scholar, 2009).

Based on this background, Therefore, this study aims to determine the revisit intention of the customer based on the Brand Image and Customer Perceived Value through Customer Satisfaction. The title of this research is “The Influence of Brand Image and Customer Perceived Value to Customer Satisfaction and Revisit Intention In Eco Green Park, Batu, East Java”
LITERATURE REVIEW

Marketing is a social process in which individual and groups obtain what they need and want by creating, offering, and freely exchanging products of value with others (Kotler, 2009). According to Kotler and Keller (2007: 332), a product or service brand enhancer is designed in a certain way so that it can differentiate it from other products or services designed to satisfy the same needs. Keller (2003) considered brand image as a set of perceptions about a brand as reflected by brand associations in consumer’s memory. Keller also stated that brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory. Image itself is the way the public perceives the company or its product. Perception is a process by which various stimuli selected, organized and interpreted into meaningful information (Ferrinadewi, 2008:42). According to Kotler and Keller (2009:179), perception is the process which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. The costumers perceived value of a good or service affects the price that they are willing to pay for it. For the most part, customers are unaware of the true cost of production for the products they buy.

According to Schiffman and Kanuk (2007:9), customer satisfaction is individual perception on the performance of a product or service in relation to his or her expectation. Ferrel (2008:371) defined customer satisfaction as the degree to which a product meets or exceeds the customers expectations about the product. Yoon and Uysal (2005:45) studied the effect of motivation and satisfaction on destination loyalty. The study found a relationship between satisfaction of travel experience and destination loyalty. Chen and Tsai (2007:1122) studied the effect of destination image and perceived destination’s values on the behavioral intention. The study found that the more positive the feelings of tourist on the destination image, the higher they would perceive the trip quality, and the more positive their behavioral intention would be, Customer loyalty is the mind-set that persuades a customer either to revisit a company, shop or outlet to purchase a particular product, service or brand (John 2010) there again.

Image had a significant and positive relationship with customer loyalty, meanwhile customer loyalty is the mind-set that persuades a customer either to revisit a company, shop or outlet to purchase a particular product, service or brand (John, J 2010) there again. Wahyuningsih (2012) shows that perceived value higher levels will have stronger intentions to revisit tourism destination. Han, et al (2009) the tests for metric invariances also indicated that the strength of the relationship between satisfaction and revisit intention was different across high and low switching barrier groups. Thus, this study has the following hypotheses:

H1 : Brand Image has direct impact to Customer Satisfaction
H2 : Perceived Value has direct impact to Customer Satisfaction
H3 : Brand Image has direct impact to Revisit Intention.
H4 : Perceived Value has direct impact to Revisit Intention
H5 : Customer Satisfaction has direct impact to Revisit Intention.

**METHOD**

Based on the problems and objectives, this study used a quantitative approach, which emphasizes at hypothesis testing and the use of parametric in measuring data. This study is also categorized as explanatory research that describes the causal relationships among variables through hypothesis testing. In explanatory research, the research is conducted using survey. According to Sekaran (2006:123), sample is described as a number of population member but not every population member can be defined as a sample. In Structural Equation Model (SEM), a sample should preferably more than 100 for factor analysis to proceed (Hair et al., 2012), because PLS is considered SEM, then 150 respondent would be appropriate. Sampling can be divided into two types namely probability sampling and non probability sampling (Sekaran and Bougie, 2010:271). In this research, sampling technique that used was the non probability sampling. Non-probability sampling is a sampling method which each element of the unknown probability is being selected to be the subject of population samples (Sekaran, 2006:127). Convenience sampling was selected based on the purpose and objectives in this research, because respondents are people who easily accessible or available. In Structural Equation Model (SEM) and Partial Least Square (PLS), a variable which does not depend on other variables is called as exogenous variable. Every exogenous variables can be categorized as independent variable. Meanwhile, a variable which depends on the other variables is called as endogenous variable (Ghozali and Fuad, 2008:6). Although endogenous variable can always be categorized as independent variable,
this variable in some cases becomes an independent variable which can influence other endogenous variable in a model.

FINDINGS AND RESULT

The first hypothesis testing result shows that the relationship between Brand image (BI) with Customer Satisfaction (CS) variables shows the path coefficient of 0.356 with a t value of 4.473. This value is greater than t table (1.960). This result means that Brand image has positive and significant influence on the Customer Satisfaction which means it is in accordance with the first hypothesis stating that brand image positively and significantly gives impact on Customer Satisfaction. Malik, et al (2012) in previous research shows that the Brand Image affect Customer Satisfaction This means that Hypothesis 1 is accepted. The second hypothesis testing result shows that the relationship between perceived value (PV) with Customer Satisfaction (CS) variables shows the path coefficient of 0.499 with a t value of 7.152. This value is greater than t table (1.960). This result means that the perceived Value has a positive and significant impact on Customer Satisfaction. Milfeiner, et al (2009) in previous research shows that perceived value strongly impacts to customer satisfaction with value ($\beta$=0.892; $p <0.01$). This means that Hypothesis 2 is accepted. The third hypothesis testing result shows that the relationship between Brand Image and Revisit Intentions (RI) variables shows the path coefficient of 0.415 with a t value of 5.555. This value is greater than t table (1.960). This result means that the Brand image has positive and significant influence to Revisit Intentions which means that it is in accordance with the third hypothesis in which the brand image gives positive and significant impact on Revisit Intentions. Markwei (2014) in previous research shows that brand image had a significant and positive relationship to revisit intention. This means that Hypothesis 3 is accepted. The fourth hypothesis testing results show that the relationship between perceived value (PV) with Revisit Intentions (RI) variables shows the path coefficient of 0.181 with a t value of 2.667. This value is greater than t table (1.960). This result means that the perceived Value has a positive and significant influence to Revisit Intentions which means that it is according to the fourth hypothesis stating that Perceived Value gives positive and significant impact on Revisit Intentions. Wahyuningsih (2012) in previous research shows that tourist who have perceived value higher levels will have stronger intentions to revisit tourism destination. This means that Hypothesis 4 is accepted. The fifth hypothesis testing result shows that the relationship between Customer Satisfaction (CS) and Revisit Intentions (RI) variables shows the path coefficient of 0.329 with a t value of 4.256. This value is greater than t table (1.960).
This result means that the Customer Satisfaction has a positive and significant influence on Revisit Intentions which means that this is according to the fifth hypothesis stating that Customer Satisfaction gives positive and significant impact on Revisit Intentions. Han, et al (2009) in previous research shows that the test for metric invariances also indicated that the strength of relationship between satisfaction and revisit intention. This means that Hypothesis 5 is accepted.

**DISCUSSION AND CONCLUSION**

In this study, the result shows that Brand Image gives positive and significant influence to Customer Satisfaction. This result means that the Brand Image has positive and significant influence on the Customer Satisfaction, this result also significant to the Eco Green Park as a object of this research, Brand Image make satisfaction to their customers. In this study, the result shows that Perceived Value gives positive and significant influence to Customer Satisfaction. Compared to the previous research conducted by Milfeiner (2009), it yields the same result where $\beta = 0.892$ and the significance $p < 0.01$. In this study, the result shows that Brand Image gives positive and significant influence to Revisit Intention. As previously research conducted by Markwei (2014), that brand image had a significant and positive relationship to revisit intention. Sutisna (2011) described brand image has the advantage of giving a direct impact on consumer behavioral intention, and it is influenced by the experience from the previous users who feel satisfied. In this study, the result shows that Perceived Value has positive significant influence to Revisit Intention. In previous research conducted by Wahyuningsih (2012) the result is same which states that the higher level of Perceived Value, the stronger respondent intentions to revisit as well as the higher their willingness to recommend to others. In this study, the result shows that customer satisfaction has positive and significant to Revisit Intention. In previous research conducted by Han, et al (2009) shows that The findings from the tests for metric invariances also indicated that the strength of the relationship between satisfaction and revisit intention.

**REFERENCES**


