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1 International Conference on Economics, Business, and Management Research (ICEBMR 2017)

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PREFACE

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1 Master of Management, Sanata Dharma University, Indonesia is pleased to host: The 1st international Conference on Economics, Business and Management Research (ICEBMR). ICEBMR 2017 theme is "**Sustainable Innovation Collaboration in Economics, Business, Management, and Information Technology**". The conference is designed to discuss the importance of interdisciplinary research, innovation and its role in overall growth and sustainability of societies and countries. 2 We invite scholars, researchers, practitioners, and students to join us and share new innovative studies and trends. Throughout the conference, the multiple impacts of the sharing economy will be discussed as to individual behaviors, industry and competition and public regulation. We expect to obtain various inputs and findings that can provide insights for policy makers and businesses to **serve** societies and countries in a better way.

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INFLUENCE OF BRAND TOWARD PURCHASE INTENTION OF CORN SNACK PRODUCT IN GROBOGAN REGENCY CENTRAL JAVA INDONESIA

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ABSTRACT

¹⁹ This research was conducted in Grobogan Regency Central Java Province Indonesia. As the central of farming, it was well known of corn produce. This research wants to know if brand can affect people in choosing snack made by corn product. It wanted to know if there were influences of brand based on CEEE concept by Keller toward purchase intention. Samples were selected by purposive sampling of 90 students in Purwodadi Grobogan. Questionnaires were used and distributed. It was found that there were significantly influences of brand salience and brand resonance toward purchase intention. There were also significantly influences of brand elements namely brand salience, brand imagery and brand resonance toward purchase intention.

⁷ **Keywords:** brand, brand equity; CEEE (customer based brand equity).

I. INTRODUCTION

Brand equity becomes an important issue in business today and some researchers said that it becomes asset of the company (Chieng and Goi, 2011). People will look at their need and look for product with brand they know and trust. Instead of comparing product specifications, some people tend to trust brand in looking for product to fulfill their needs. Brand equity concepts were used by Aaker (1991), Kapferer (1992) and Keller (1993, 1998). This research wants to know if Keller concept of brand equity can be used to measure influence of brand toward purchase intention.

There are many commodities produced in Indonesia which tend to increase from the year before (Arifin, 2017), including Rice (6,42%),

Corn (3.18%) and Soybean (0.86%). Corn is one of Grobogan Regency farming production and becomes raw material of corn snack product. Grobogan Technopark located at Wirosari District helps farmers in producing corn snack product called *chiki*, but local farmers also produce fried corn called *marning*. There are many products of corn. It was interesting if consumers choose the product by its name of brand according to Keller concept known as Customer (Based Brand Equity CBBE)

2. LITERATURE REVIEW

¹² Brand is a name, term, sign, symbol, or design, or a combination of them which can be used by consumer to differentiate a product by other products (Keller, 2013). Concept of brand equity by Keller based on the effort of business to attain brand resonance (Keller, 2013; Hedgcock, 2006). The effort looks like to build a pyramid.

There are stages in developing brand, namely identity, meaning, response and relationships. At the identity stage, customer build brand awareness and make brand salience which know the brand at the right place and the right time. In the meaning stage, customers understand which to choose because of point of parity and point of difference, which means there were brand performance and brand imagery. The response stage means customers have feeling in experiencing and judgment of credibility or trustworthiness about the brand, so there were brand judgment and brand feelings. In the relationship stage or brand resonance, the customers feel connection with the brand and miss it when



there is no brand. Studies on brand name found significantly by Mirabi et al (2015).

3. RESEARCH METHODS

Population of the research are the students of elementary, junior and senior high school at Grobogan Regency. Purposive sampling was taken by 90 students comprised of each grade in 30 students. Reliability test used was Cronbach's Alpha, and Pearson correlation were used to test validity. The students in the sample were the ones who were willingly and seriously answer the questionnaire, know the corn snack product and resided in Grobogan Regency. Data collected by surveyors with questionnaires answered by the students and SPSS software was used to count and analysis the regression coefficient and determinant coefficient. There were six independent variables in the model namely brand salience, brand imagery, brand performance, brand judgments, brand feeling and brand resonance.

Table 1. Result of Reliability Test

Variable	Cronbach's Alpha	Criteria	Result
Brand Salience	0,600	0,5	Reliable
Brand Imagery	0,535	0,5	Reliable
Brand Performance	0,455	0,5	Not reliable
Brand feelings	0,451	0,5	Not reliable
Brand jugments	0,384	0,5	Not reliable
Brand resonance	0,596	0,5	Reliable
Purchase Intention	0,679	0,5	Reliable

Only three independent variables were passed reliability test. Based on these variables, all item questionnaires were valid, passed 0.207.

4. RESEARCH FINDINGS AND DISCUSSION

Respondents said that they usually eat snack in the rest time during school time, or after school, like waiting for bus, or recreation time, or leisure time.

The snack could be light snack or heavy snack. Some would eat wet bread or dry bread.

Table 2. Types of Snack by Respondents

No.	Description	Freq	Percent
1.	Heavy snack (batagor, bakso etc)	20	22.2
2.	Light snack (citaso, ringgo, komo, etc)	35	38.9
3.	Wet bread (sari roti, roti in school canteen etc.)	10	11.1
4.	Dry bread (oreo, nabati, goodtime etc.)	10	11.1
5.	Nutlsbeans (rasta, fullo, etc.)	7	7.8
6.	Candy	4	4.4
7.	Chocolate snack	2	2.2
8.	Cracker, chips etc.	2	2.2
	Total	90	100.0

After examining the regression model, it was found that all variables in the variable significantly influence purchase intention with R 0.588 and R² 0.346.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.588 ^a	0.346	0.323	2.62220

a. Predictors: (Constant), brand resonance, brand salience, brand imagery

According to significance test, there were two variables which significantly influence the purchase intention. The beta regression coefficient of brand salience was 0.306 and brand resonance was 0.399. Consumers tend to see the brand identity and its resonance of brand. If there were many consumer say about the brand and many sign about it then consumer will choose the product.

Table 2. Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.364	1.443		3.717	0.000
(Constant)	5.364	1.443		3.717	0.000
brand salience	0.424	0.126	0.306	3.361	0.001



brand imagery	0.131	0.150	0.080	0.877	0.383
brand resonance	0.587	0.141	0.399	4.179	0.000

Dependent Variable: Purchase Intention

5. CONCLUSION

Brand salience and brand resonance become significant influence toward purchase intention. These could be a way to maintain brand so that customer always aware and recognize brand elements. The SMEs at Grobogan Regency should develop brand that easily known, maintain product quality and supply continuity. The future research should develop questionnaire which have higher reliability and larger sample who understand better about the corn snack product.

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