

The Influence of Use Rock and Metal Theme as Brand Image to Consumer Buying Interest Lawless Burgerbar Kemang

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ABSTRACT

One business that is growing in the current era is food. Every day, many new business actors introduce their products through creative ideas and new innovations in the midst of intense competition so that there needs to be a good brand image in attracting consumers to buy. Lawless Burgerbar Kemang is one of the burger burgers that offers a different concept from the others, which carries the theme of rock and metal. This study aims to determine the effect of the use of rock and metal themes as brand image on consumer buying interest in Lawless Burgerbar Kemang. The research method used is quantitative methods. The number of respondents in this study were 100 people who were followers of Instagram @ lawless.burgerbar. Analysis of the data used in this study are the Validity Test, Reliability Test, Normality Test, Correlation Test, Simple Linear Regression Analysis Test, and Hypothesis Test. From the results of the study, it was found that there is an influence of the use of rock and metal themes as brand image of buying interest that is equal to 31.4% of the variable Y (interest). The remaining 68.6% is influenced by other factors not included in this study such as competitors, store atmosphere, service quality, price, food or beverage quality, and other factors.

Keywords: Brand Image, Rock and Metal, Purchase Interest

1. INTRODUCTION

Today's business developments have developed very rapidly and this has become a challenge or a threat to business players in winning competition and maintaining their position in the market. In fact, every day many new businesses introduce their products through creative ideas and new innovations in the midst of intense market competition. With increasingly fierce competition and ever-changing social conditions, it requires every business actor to always be responsive and adjust to market competition to produce products that suit the tastes and needs of consumers with the best quality. In addition, a business that is starting to develop rapidly will usually get strong opinions and memories in the minds of the people. Brand image is an important factor for consumers to buy a product. According to Supranto and Limakrisma (2011) brand image is what consumers think and feel when they hear or see a brand and what consumers learn about the brand. A good or positive brand image will have a good impact on business actors. That is because consumers are more interested in buying products that have a good brand image. If the brand image is negative, consumers tend to reconsider buying the product.

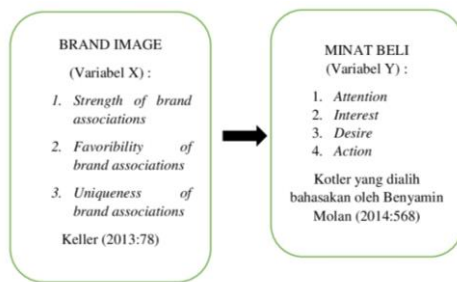
Shimp et al in Sangadji and Sopiah (2013: 327) said that, "Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in the form of a particular thought or image associated with a

brand, just as we think about other people." Sangadji and Sopiah (2013: 327) argue that, "Brand image can be positive or negative, depending on one's perception of the brand".

Lawless Burgerbar Kemang which has a different concept by not leaving the quality of food. What makes it different is the theme raised is rock and metal. Rock and Metal is a genre of loud music but, Lawless Burgerbar Kemang utilizes it to be a dining place concept characterized by Lawless Burgerbar Kemang creating a strong image with the use of rock and metal themes. Seen from the shades of black paint combined with wood as the interior, as well as posters and stickers of prominent rock and metal bands affixed spread evenly in various corners of this place. And the most can be felt by consumers when they are at Lawless Burgerbar Kemang is playing rock and metal songs all day long as the restaurant is open. Another interesting thing from Lawless Burgerbar Kemang is from the name given on the menu taken from the name of the band song lyrics from rock and metal bands.

This is the basis of the author's consideration to conduct research in order to prove that the use of the theme of rock and metal as the brand image of Lawless Burgerbar Kemang is the right marketing management in attracting consumer buying interest. This is interesting for writers to carry out research with the heading "The Effect of Using Rock and Metal Themes as Brand Image on Consumer Interest in Buying Lawless Burgerbar Kemang".

2. RESEARCH METHOD



(Sumber: Data Primer, diolah dengan SPSS)

Figure 1 Framework

Source: Primary data is processed with SPSS

In this study, the authors used a research method with quantitative approaches and questionnaires as data collection techniques. The questionnaire was distributed to 100 respondents who were followers of Instagram @ lawless.burgerbar. The independent variable in this study is brand image and the dependent variable is buying interest. Measurement data in this study uses a Likerts scale with category weights: (5) Strongly Agree / SS, (4) Agree / S, (3) Neutral / N, (2) Disagree / TS, and (1) Strongly Disagree / STS. The population in this study was taken from followers of @ lawless.burgerbar as many as 91,000 followers and sampling was calculated using the Slovin formula with results of 100 respondents. Data analysis techniques in this study are Validity Test, Reliability Test, Normality Test, Correlation Test, Simple Linear Regression Analysis Test, and Hypothesis Test.

3. DISCUSSION

Based on the results of the validity test, it can be seen that all question items of the two variables have a correlation value above 0.2. This indicates that all variable items are declared valid.

Table 1 Validity Test Results

Variabel	Butir Indikator	Corrected Item total Correlation	Keterangan
Brand Image	Brand Image 1	0,602	Valid
	Brand Image 2	0,647	Valid
	Brand Image 3	0,700	Valid
	Brand Image 4	0,527	Valid
	Brand Image 5	0,637	Valid
	Brand Image 6	0,598	Valid
	Brand Image 7	0,718	Valid
	Brand Image 8	0,611	Valid
	Brand Image 9	0,689	Valid
Minat Beli	Minat Beli 1	0,730	Valid
	Minat Beli 2	0,726	Valid
	Minat Beli 3	0,796	Valid
	Minat Beli 4	0,710	Valid

Source: Primary data is processed with SPSS

3.1. Reliability Test

The reliability test used in this study aims to obtain data that is consistent with the measurement objectives.

The reliability test was calculated using the Cronbach's Alpha formula with a value category above 0.6 Ghozali (2015) and calculated using the SPSS application program. Following are the results of the reliability test:

Table 2 Realibility Test

Variabel	Cronbach's Alpha	Keterangan
Brand Image	0,819	Reliable
Minat Beli	0,733	Reliable

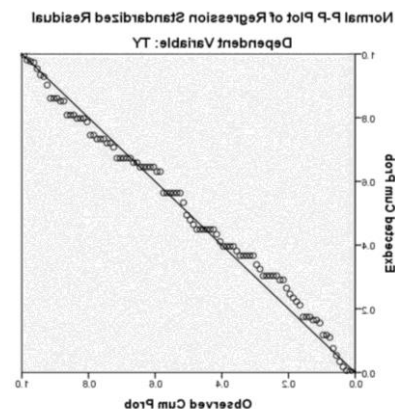
(Sumber: Data Primer, diolah dengan SPSS)

Source: Primary data is processed with SPSS

The reliability test results above show that the value of Cronbach's Alpha has a value above 0.6 which indicates that the variables X and Y have a relatively good reliability.

3.2. Normality Test

The purpose of the normality test is to test whether in the regression method, independent variables and dependent variables are normally distributed or not, Santoso (2012).



(Sumber: Data Primer, diolah dengan SPSS)

Figure 2 Normality Test

Source: Primary data is processed with SPSS

The graph above shows that the data that is spread in the direction of a diagonal line so that the data is normally distributed, it happens if the data is getting closer to a straight line means that the distribution is more normal. Correlation Test Test to compare the measurement results of two different variables in order to determine the level of relationship between the independent variable (X) and the dependent variable (Y).

Table 3 Correlation Test

Correlations		TX	TY
TX	Pearson Correlation	1	.635**
	Sig. (2-tailed)		.000
	N	100	100
TY	Pearson Correlation	.635**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Source: Primary data is processed with SPSS

The table above shows that there is a relationship between variable X and Y. It is known that if the value of variable X is 0.635, the value of variable Y will get the same value. This indicates that there is a strong relationship between variable X and Y.

3.3. Simple Linear Regression

Analysis Test Simple linear regression analysis is a method of approach used for research that has a correlation between one variable and another. Following are the results of the simple linear regression analysis test results:

Table 4 Result Test Simple Linear Regression

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	146.138	1	146.138	66.236	.000 ^b
Residual	216.222	98	2.206		
Total	362.360	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX

Source: Primary data is processed with SPSS

It can be seen from the table above, the following simple regression equation is:

$$Y=a+bX$$

In the table, it is known that Y is the buying interest and X is the brand image. Based on the simple regression equation, it can be concluded if the constant value of 3.614 is the value of the variable purchase interest if the value of the brand image is 0,000. If there is an increase of each variable X (brand image), it can affect 0.314 or 31.4% of the Y variable. The remaining 68.6% is influenced by other factors not in this study, such as price, service quality, shop atmosphere, and more.

3.4. Hypothesis testing

To test the hypothesis, the T test is used to determine whether there is a significant effect of the independent variable (brand image) on the dependent variable (interest).

Table 5 Hypotetsis Testing

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.614	1.703		2.122	.036
TX	.314	.039	.635	8.139	.000

a. Dependent Variable: TY

Source: Primary data is processed with SPSS

It can be seen in the table above, it is known that Sig = 0,000 <0.05 then H0 is rejected in this study. This indicates that the variable brand image (X) of the variable buying interest (Y) in Lawless Burgerbar Kemang for followers of Lawless Burgerbar Kemang Instagram has a significant effect. In variable X (brand image) there are 3 dimensions, namely: strength of brand associations has a significant influence on consumer buying interest. This shows that consumers are interested in coming to Lawless Burgerbar Kemang because the power of brand association is very strong in the minds of consumers. The advantage of brand association (favorability of brand associations) that has an effect that can be seen based on the attributes and benefits provided by Lawless Burgerbar Kemang that can satisfy the needs and desires of consumers. And the uniqueness of brand associations has an influence on consumer buying interest. This shows that consumers have the desire to come to Lawless Burgerbar Kemang because it offers a different concept by prioritizing the quality of food. What makes it different is the theme raised by this restaurant rock and metal. Based on research results, consumers are interested in coming to Lawless Burgerbar Kemang because Lawless has an identity by carrying out the theme of rock and metal which makes it different from other burger boutiques.

4. CONCLUSION

From the results of the study, it was found that there was an influence between the brand image variable (X) which consisted of strengths of brand associations, favorability of brand associations, and uniqueness of brand associations. of the variable purchase interest (Y) consisting of attention (attention), interest (interest), desire (desire), and action (action). Based on the results of the study showed that the influence of brand image on consumer buying interest was 31.4% on the variable Y (buying interest). The remaining 68.6% is influenced by other factors not included in this study such as competitors, store atmosphere, service quality, price, food or beverage quality, and other factors.

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