The Impact of Integrated Marketing Communication on Visiting Interest Through Brand Identity
A Case Study of Surabaya North Quay

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Abstract. One strategy that needs to be done by Surabaya North Quay to attract visitors is to apply the concept of integrated marketing communication (IMC), which can form a brand identity for the tourist destination. This study was conducted to determine the effect of IMC on the interest of tourists visiting Surabaya North Quay through brand identity. The research was conducted by survey method. Respondents were visitors from November-December 2021. The distributed questionnaires were then analyzed quantitatively using SmartPLS ver.3.3 software. From the measurement model results, it can be concluded that each indicator shows a loading factor value above 0.7. This means that there is a relationship between IMC and the formation of a brand identity, which raises the public's interest in visiting Surabaya North Quay. Monetary and media indicators show the highest value among other indicators, so they can be said as the most influencing factor for tourists' interest in visiting Surabaya North Quay. IMC has an influence on interest in visiting the Surabaya North Quay destination through brand identity because the statistical results of 13,316 have a value above 1.96.

Keywords: Brand identity · Visiting interest · Integrated marketing communication

1 Introduction

In today's competitive era, companies must have a strategy to win the competition. Every company is required to have a competitive advantage by implementing general strategies into competitive practice [1]. Djoko Purwanto said that in business communication, it is necessary to pay attention to the most common primary forms of communication in the eyes of ordinary people, namely verbal and non-verbal communication. In other words, business messages are delivered orally and in writing [2].

Integrated marketing communication (IMC) can be explained as coordination between parties related to marketing communications in an integrated program to optimize the strong influence of loyal consumers or attract several other types of consumers [3]. IMC can provide a powerful message consistently and is influential in building brand identity so that it has an impact on increasing higher sales [4].

The existence of a brand identity is critical in increasing public recognition of the importance of a product; this is because the brand identity concept always emphasizes the characteristics, uniqueness, or specifications that describe the quality of a particular product [5]. Brand identity can also be said to represent an organization/company that produces it. The better the brand identity of the products offered, the higher the image of the company/organization in the eyes of the public [6]. A company's brand identity can be assessed through its logo, visual graphics, color, location, or slogan/tagline [7].

The more complex the IMC applied, the stronger the identity of a product brand, thus making the brand able to attract the market and survive for a long time even though many competitors have emerged [8]. The brand identity concept is also why a city creates a unique identity that can attract tourist visits to increase local revenue [9].

Muliansyah & Rahmayanti [10] stated that digital communication is an essential indicator in implementing IMC because of the very rapid digital development in society. It was further stated that the company's promotions through the website and YouTube application were easier to attract consumers and increase company sales. Darmajati et al. [11] also stated an indirect effect of the integrated marketing communication (IMC) variable on purchasing decisions through brand equity. The better the application of the company's IMC concept, the higher the trademark in the eyes of consumers, thus affecting the buying process [11]. Another study stated that the IMC strategy could increase tourist visits to Wonosalam Cowshed (KANSA) in Jombang. This study explained that advertising, sales promotion, and PR indicators had a significant influence on the interest of visiting tourists during the Covid-19 pandemic [12].

Visiting interest can be interpreted as an individual's decision to visit a place or region. The theory of visiting interest is similar to buying interest, as research conducted by Albarq found that visitor interest in sightseeing at a tourist destination is the same as tourist interest in shopping [12]. A person's interest in visiting can be influenced by various factors, ranging from internal factors, namely one's desires or environmental stimuli that invite the individual to agree to visit a tourist location. A person's visiting interest can be measured through several indicators, namely Transactional, Explorative, Service, Professional, and Referential [13].

One of the interesting tourist sites to visit in Surabaya is Surabaya North Quay. This place presents the concept of a modern shopping center with a cruise ship background. Surabaya North Quay is located at the passenger terminal of a modern ship, Gapura Surya Nusantara Tanjung Perak Port. In this place, visitors can watch various entertainment such as live music, art attractions, and also exhibitions of local products. In addition, there is also a culinary market that provides various types of Indonesian specialties, especially Surabaya. North Quay is relatively new in operation, and luxurious cruise ships can attract visitors, especially during the Covid-19 pandemic [14].

Based on the results of previous studies above, it can be seen that IMC is a marketing communication concept that can increase visiting interest and sales of products or services offered by consumers either directly or through the formation of brand identity. On that basis, the author is interested in conducting research related to the role of IMC through brand identity on visiting interest. The problem that will be analyzed is "How does IMC influence consumers' interest in visiting Surabaya North Quay through the formation of brand identity?".

2   Research Methods

This research was conducted using a survey by distributing questionnaires to the research sample. The survey method was carried out to determine the informants' perceptions regarding the object to be studied [15]. This research is included in tourism services marketing research to describe the extent to which integrated marketing communications (IMC) can form the brand identity of tourist locations to lead to high interest in visiting tourists Surabaya North Quay.

Domestic tourists were selected as the population to be observed and analyzed, namely visitors who visited Surabaya North Quay on weekends (not national holidays) in the November-December 2021 timeframe. Since the population was unknown/unlimited, the sample size of respondents was determined using the Wibisono formula [16]. So the minimum number of samples required in this study is 96, but it is rounded up to 100 samples.

From the data that had been collected, an analysis was carried out using the Partial Least Square (PLS) method. PLS is a method with reliability to test predictive models because it is not based on various assumptions and can be used to test the effect of the independent variable (X) on variable Y either directly or through other Y variables (intervening) [17]; as was done in this study.

In a study, it is necessary to have the nature or characteristics of the object or phenomenon being analyzed, which is called the research variable [15]. Then, the following hypotheses are proposed:

H1: There is an influence between IMC (X) on visiting interest (Y2) through brand identity (Y1).

3   Results and Discussion

The inner model describes the causal relationship between the research variables, built based on the theoretical concept. Through the Smart PLS ver 3.3 software, the structural model is known as follows on the Fig. 1.

The measurement model is intended to see the relationship between indicators and their variables. From the results of the outer model, it is known that each indicator in each variable has a reflective nature because it has a loading factor value above 0.7 (Fig. 2).

The test of this model is intended to predict whether the research parameters produce a valid value compared to the measurement model design. The estimated model is said to have convergent validity if the resulting loading factor value is more than 0.7 (Fig. 3).
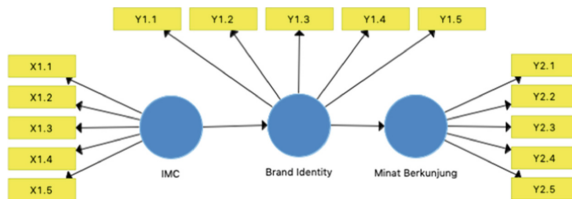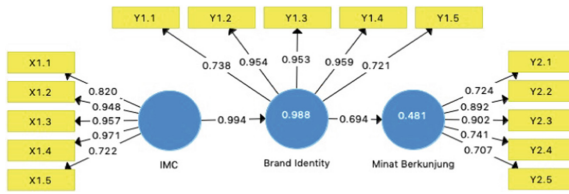

Fig. 1. Structural Model Design
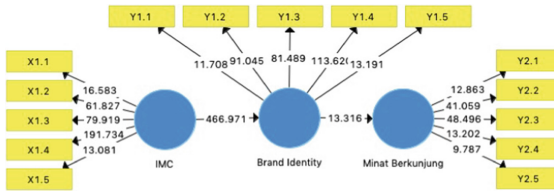
Fig. 2. Outer Model

Fig. 3. Second Outer Model Estimation

Table 1. Reliability test results

Variabel	Cronbach's Alpha	Composite Reliability	AVE
IMC	0.917	0.940	0.761
Brand Identity	0.931	0.949	0.791
Visiting Interest	0.854	0.896	0.637

Source: Primary Data Processing Results, 2022

Based on the outer loading output above, it can be seen that all indicators for each variable show outer loading results that meet convergent validity, because each indicator has an outer loading value above 0.7 (Table 1).

The reliability test through PLS can be done in two ways: Cronbach's alpha to measure the lower limit of the reliability value of a construct and composite reliability to estimate the internal consistency of a construct (Table 2).

In this study, the inner model test is carried out by looking at the value of the coefficient of determination (R-square) on each dependent variable (Y). R-squared shows how much Y variable can be influenced by X variable. Brand identity variable has R-squared 0.988. Visiting interest variable has R-squared 0.481.

Hypothesis testing is done by comparing the t_{count} value with the t_{table} value. In the SmartPLS software, the t-value can be obtained by the bootstrapping method which then produces the $t_{statistic}$ value as a result of hypothesis testing (Table 2).

From the results of the outer model above, it is known that each indicator shows a loading factor value above 0.7., signifying that there is a relationship between IMC and the formation of a brand identity which in turn raises the public's interest in visiting Surabaya North Quay.

Table 2. Hypothesis testing results

	Original Sampel (o)	Mean (M)	Std. Dev. (STDEV)	t_{Stat}	P Values
$X > Y_1 > Y_2$	0.894	0.899	0.052	13.316	0.000

Source: Primary Data Processing Results, 2022

The results above show that the value of the outer loading indicator of each variable meets convergent validity because it shows a value above 0.7. If analyzed on the outer loading of the IMC variable, it can be seen that the monetary (X1.4) and media (X1.5) indicators show the highest value among other indicators. Monetary shows a value of 0.971, while the media shows a value of 0.957. This proves that the monetary concept adapted by the Surabaya North Quay Bay management is the main reason for the public to visit the location.

Monetary is a concept related to giving discounts or cash-back to consumers. Surabaya North Quay also adapts this concept; for every IDR 20,000 transaction (2 people admission), visitors will get a discount when buying various culinary delights in the North Quay building. Research conducted at the KANSA Wonosalam tourist location shows that money is an influential factor in increasing visitor interest, namely by discounting restaurants and suki grills at KANSA locations [12].

Besides monetary, promotional media is also the most influential factor in attracting visitors' interest [18]. As done by Surabaya North Quay, which makes an attractive website and intensively makes articles about the uniqueness of culinary tours with the background of cruise ships and the high seas as a background. Information disseminated through various social media is undoubtedly easier to access and more quickly known by the audience in today's millennial era. A study stated that using blocks, youtube, Twitter, Facebook, and other social media can create a more intense relationship between companies and customers, making it easier for companies to expose their products [19].

The influence of IMC on visiting interest through brand identity formation can also be known through the determinant coefficient (R-square). The R-squared value of brand identity is 0.988 or 98%. These results indicate that the integrated marketing communication strategy has successfully influenced brand identity by 98%. The existence of marketing communications carried out through the implementation of events, the delivery of unique messages, advertising through social media, the provision of food discounts and direct promotions to consumers can affect the brand identity of Surabaya North Quay by almost 100%, while other factors influence the remaining 2%.

The more communicative the marketing strategy is, the better the community can accept the brand identity [20]. The increase in brand identity will ultimately affect the mindset of consumers. If the brand identity gives a positive impression, then consumers will be interested in making a purchase [21].

The results of this study can also be seen through the R-squared of public interest in visiting Surabaya North Quay, which is quite large (moderate) because it reaches 0.481 or 48%. These results indicate that IMC has an effect on visiting interest by 48% of respondents through strengthening brand identity. The location of North Quay with the

background of a luxury cruise ship with a relatively cheap entrance ticket is the main strength of Surabaya North Quay in attracting visitors.

The description of the results above illustrates that IMC is a strategy that can influence people's interest in visiting a tourist location by forming a brand identity. As the results of hypothesis testing, it is known that there is a direct influence between the IMC variable on interest in visiting through brand identity with a coefficient value of 0.894 and a significance level of 5%. This means that every IMC strategy carried out has an effect of 89% on visiting interest. This can also be based on the statistical value of the test results with PLS software above 1.96, which is 13.316. The resulting t-statistic value is very high, and the P-value of 0.000, which is less than 0.05, i.e., 0.000, proves that H1 is acceptable.

The strategy for developing and optimizing the tourism sector is to build an integrated tourism industry to attract tourists to visit. With an integrated strategy through the IMC concept, it is hoped that promotional activities can be carried out regularly and continuously. Thus, it can advance Surabaya North Quay as a tourist destination for Surabaya and its surroundings.

4   Conclusion

Based on the analysis of the discussion above, it can be concluded that IMC has an influence on interest in visiting the Surabaya North Quay destination through brand identity because the statistical result is 13.316. This shows that interesting communication will form a positive identity and encourage tourists to visit. Compared to the communication of other indicators, the media and monetary play a more critical role in forming the brand identity of a recreation area. This means that a recreation area in the form of a food court with a background of a luxury cruise ship can attract visitors because it is massively promoted through various social media and offered with a relatively cheap entrance ticket of Rp. 10,000. In addition, the discount as an aspect of the monetary indicator is also a unique attraction for the public to visit Surabaya North Quay.

Based on the conclusions and research results, there are several suggestions given by the author, namely, the management of Surabaya North Quay is advised to pay attention to the factors that form a brand identity in terms of information and relationships with visitors; such as the friendly attitude shown by the officers, having skills and knowledge related to the function of Surabaya North Quay as a whole, serving visitors with courtesy and courtesy, and providing security guarantees. In addition, regarding the operating hours of North Quay, which opens at midday, visitors tend to complain, especially if the weather is very hot. This definitely will disturb visitors who want to enjoy the views of luxury cruises and the vast expanse of the sea. Therefore, further research is needed regarding integrated marketing communications (IMC) by prioritizing indicators of public relations so that the optimal relationship between management and visitors to Surabaya North Quay is known.

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