
INFLUENCE OF BRAND IMAGE ON THE WORD OF MOUTH WHICH IMPLICATES TO BRAND EQUITY SPORT EVENT SRIWIJAYA RANAU GRAN FONDO 2022

Oleh:

Ahmad Kurniawan¹, Rini Andari², Caria Ningsih³

^{1,2,3}Tourism Magister Study Program school of Post Graduate Indonesia University of Education, Dr. Setiabudi Street number of 229,

Bandung

Email: ¹ahmadkurniawan015@upi.edu, ²riniandari@upi.edu,

³caria.ningsih@upi.edu

Article History:

Received: 17-02-2022

Revised: 26-02-2023

Accepted: 19-03-2023

Keywords:

*Spiritualitas,
Psychological Well-
being*

Abstract: There is a change in consumer behavior from the pandemic to the pandemic transition that affects the brand equity sport event Sriwijaya Ranau Gran Fondo 2022, thus making researchers analyze the extent to which the relationship between brand image factors includes brand congruence, brand trust, brand commitment, to word of mouth which has implications for brand equity sport event can affect the behavior of consumers or participants. Using a quantitative research method with a descriptive and survey research design using a sample of 353 respondents from the participants present, then analyzed using quantitative descriptive statistical analysis and structural equation model (SEM) analysis. The results showed that there was a significant effect of brand congruence on brand trust, there was a positive relationship between brand congruence and brand commitment, a positive direct effect of brand trust on brand commitment, there was no significant relationship between brand trust and word of mouth, there was an influence between brand commitment on word of mouth, and there is a significant strong relationship between word of mouth and brand equity. Thus it has implications for sport event organizers to continue to increase the satisfaction and comfort of consumers or attendees, as well as correcting deficiencies in values that do not meet the needs of consumers or participants in order to develop a very good sports event brand image.

INTRODUCTION

The current progress of sports events is always viewed from tourism perspectives, because it has invited a lot of significant positive impacts for all countries or regions that organize them (Kurniawan & Djohan, 2023). The existence of a sport event, certainly also exhibits the superiority of South Sumatra Province on the international arena. The advantage is also inscribed from the sport venue venue circuit of international class mountain bikes located in the Lake Ranau area of OKUS Regency (Ogan Komering Ulu Selatan). This sport

venue is always in the government of the South Sumatra Provincial Government because it is used as a mainstay tourism destination that has provided many economic benefits in South Sumatra. To be able to get a lot of profits, of course the South Sumatra Provincial Government and the Government of Ogan Komering South Ulu Selatan Regency which synergized with the sport events organizer always prioritize the brand equity of the products issued, namely the sport event of Sriwijaya Ranau Gran Fondo (SRGF). This brand equity was built, of course to maintain the added value possessed by this Sport Event, in order to continue to meet the needs of consumers who come (Kim, 2018).

Understanding consumer behavior is generally very important. Because if the experience of consumers feels satisfied, it will convey the positive impression to friends or other people through social media or electronic media (Septi, 2021). As is the case with this SRGF sports event, the brand equity is served starting from the introduction of events, list of country or regions that compete, the schedule of match, the beauty of the sport venue, to show the beauty of the city or country that hosts this event.

Previous research conducted by Esxi et al. (2020) explains that a brand image is always juxtaposed with brand equity, because to introduce and remind a brand to build brand equity or brand strength of the sports event. In short, to create a different response to consumer -based brand equity, event marketers need to ensure that the brand association is held strong. Not only liked, but also unique. Unique associations can help consumers choose brands. In the selection of favorable and unique associations, it can be linked to brand equity. That way will be able to support good brand image planning. That is why a brand equity in an important sports event is prioritized, because it is the key to the first success in bringing many people.

However, at the time of the phenomenon of pandemic that hit Indonesia including Ogan Komering Ulu Selatan Regency, South Sumatra Province. This brand equity sport event is very weakened, because various rules applied to this event make participants reluctant to do it. As a result, participants who followed in 2020 to 2021 dropped dramatically. Therefore in 2022, the SRGF sports event can reach the target of tourist visits back through a strong brand equity sports event plan. The goal is to be able to understand the behavior of consumers or tourists who come later, in order to withdraw the Brand Image that has been built to be able to meet the target of sport event participants to Ogan Komering Ulu Selatan Regency.

Previous research tried to connect brand equity with word of mouth (Gabriel et al., 2017). Word of mouth in Sweeney's study (2012) explains that this aspect continues to develop into an element that gets better attention than the determinants of the Brand Image Sport event in concluding the brand equity formed. In the term WOM always refers to informal communication to evaluate between goods and services that arise from successful or unsatisfactory experiences with a brand. This recommendation has been proven to be an influential element in Brand Equity to assess consumer behavior at the Sport Event (Gabriel et al., 2017).

Noel and Dwight (2013) confirm the influence of word of mouth on the brand commitment, because this brand commitment needs to be taken into account and understood as a need in describing the strategy to do so, so that the brand commitment in consumers can produce positive recommendations through Word of Mouth. On the other hand, Morgan

(1994) interpreted the brand commitment as a desire to maintain a long-term relationship on the brand image sport event. Another antecedent also validated the correlation between word of mouth and brand trust (Anfas et al., 2021). Because of alluding to safe feelings for consumers for a brand, so that this brand trust can recommend to other consumers regarding what the audience feels through word of mouth. However, the interests of this consumer also proclaimed the brand trust relationship with the brand commitment, as explained by Abid et al. (2020) that the brand trust concept in its efforts to guarantee the brand commitment to investigate the right strategy for consumer loyalty at a sports event.

In the development of the world of event marketing, some previous researchers had conducted research that links an important antecedent brand commitment and brand trust on its influence on brand congruence. Research Chen-Yu et al. (2016) explains that brand congruence is not only useful for improving brand identity, but can also increase brand trust as a product of its influence. Furthermore, this research is also supported by Zhang (2010) which shows that a brand that is in accordance with the image of the consumer (brand congruence), so consumers will be more satisfied commitment in their purchases, which will increase visitors' intention to come back to the event next. The three factors including brand congruence, brand trust, and brand commitment have been used as Cevallos et. al. (2020) as supporting elements in the brand image that affects the word of mouth. Research results Cevallos et. al. (2020), re-testing was carried out in analyzing its implications on brand equity in this study. Because it is adjusted to the current consumer behavior which is related to the sport event, as well as by looking at the participation of the community and the local government in reviving the economy in Ogan Komering Ulu Selatan Regency, South Sumatra Province.

LITERATURE REVIEW

2.1 Brand Image

Overall, the main focus of the sport event at this time, lies in how a brand image that is raised can attract many tourists back (Tracy, 2021). Because during the recovery of Indonesia from the impact of this pandemic, the sport event industry needs to find and re-arrange the effective brand image style that is in accordance with the current situation. In Papadimitriou et al. (2016) which states that the role players in the sports event need to be critical in thinking about the fate of the next sport event, the fate depends on a brand image displayed. The brand image certainly involves the brand equity at the sports event (Esxi et. Al., 2020).

Referring to the research of Cevallos et. al. (2020) about brand image sport event that test three factors in it including brand congruence, brand trust, and brand commitment. These three factors are of course functioning to test their effect on word of mouth on sport events. These factors are certainly also adopted from several previous studies as matched by the observation of interviews in the field, so that the factors in the model are tested back to the locus of this study. These factors are explained as follows:

1.1.1 Brand Congruence

According to Abosag et al. (2020) argues that brand congruence is a brand suitability that must be adapted to the image of consumers. Because the marketing concept is based on consumers or visitors to be accepted according to the needs of tourists who come. Brand congruence is also interpreted as a brand consistency for an event made by the event

organizer, so that the event product designed follows the wishes of the audience (Bajac et al., 2018).

Drengner et al. (2011) says that this congruence brand is a way of organizer to be able to influence many consumers to be able to participate as a reflection of himself at this event. By looking at the contextual event that was exhibited as a whole, as if people who saw directly benefited from the holding of this event. Likewise in the sport event, this congruence brand is carried out with the existence of four indicators including the suitability of self -image, users reflect themselves, other users according to themselves, types of users who are used to using (Cevallos et al., 2020) which are validated by (Grace, 2005).

According to the theory that had been stated in previous studies, that brand congruence was a brand suitability assessed by each individual against the brand trust for the satisfaction of product or brand that was congruent with self -concept (Cevallos et al., 2020). Brand congruence also gives the actual self -recognition and ideal self that is desired based on the brand commitment that exists in consumers (Zhang, 2010). Including producing relevant motives, namely self consistency and self-esteem. Self -consistency motivates individuals to avoid behavior that is not in accordance with self -concept, while self -esteem motivates individuals to achieve a greater self -image. Competition between aspects of self consistency and self -esteem will affect the purchasing decision.

1.1.2 Brand Trust

According to Koçak Alan & Kabadayi (2012) that the brand trust is an action taken by the event organizer to influence visitors to trust the brand of events held can satisfy their hearts during the sports event. The impact resulting from the existence of this brand trust provides a challenge for the company to remain consistent in finding the desire and needs of visitors to be served and facilitated while watching watching the match at the sport event. The uniqueness of this brand trust also affects the level of success of the sport event that is held continues to provide good surprises for the audience.

Then when viewed from the statements raised by Cevallos (2020) confirmed from several previous studies Cáceres (2007) and Donio (2006) suggested that there are three indicators in the brand trust including paying attention to consumer needs, trusting the company, and trusting products. This trust continues to appear in the minds of someone to decide to enjoy the sports event, so that the good trust that has been formed is not considered one eye. That is why the event organizer certainly must continue to maintain the quality of the event from beginning to end. Whereas in the research of Chaudhuri & Holbrook (2001) the brand trust will be faced with the perspective of the audience and the surrounding community when assessing the good and bad sports events carried out by proven on the consumer brand commitment, so the things that need to be prioritized are keeping the promise in accordance with the brand previously created maximally.

To achieve the goal of analyzing the role of brand trust in the development of brand equity, there needs to be a network of brand trust relations on the strength of word of mouth (Haikal et al., 2018). The main asset is brand loyalty. When brand loyalty affects the brand trust, it is seen in past experience and previous interaction between consumers of a brand (Delgado-Ballester & Munuera-Alemán, 2005). In its development, the brand trust is most often described as a learning process of consumer experience from time to time. Therefore, summarizing consumer experience with an important brand of attention.

1.1.3 Brand Commitment

Based on the statement explained by Burmann & Zeplin (2005) brand commitment is the main driver of a brand of an event that remains consistent. Many previous studies say that this brand commitment can measure the psychology of visitors to be able to continue to choose the brand offered remains on one product. In terms of event organizer, the brand commitment is run according to the corridor of the desire of tourists who will order tickets to watch sports events (Abosag et al., 2020). The implementation of the brand commitment is very important in influencing the willingness of many people to achieve the goals of the marketing target of the brand itself.

Cevallos et. Al. (2020) who adobilize from several previous studies Fullerton (2005) and Hennig-Thurau (2004) explains the achievements of the targets in the brand commitment require five indicators in it including emotional bound, have personal meaning, strong identification, customer intimacy, and customer's great attraction . The commitment of the event exhibited by the event organizer, can be easy for the event manager to keep the sport event brand to the new audience (Gwinner & Eaton, 1999).

Previous research brand commitment is an important concept that has been studied by many marketing academics for some time, but the way the approach has changed for years. Brand commitment focuses on how to explain the relationship between consumer behavior and attitudes (Burmann & Zeplin, 2005). This emphasizes how the commitment to simplify the consumer decision making process (Parent, 2015). Subsequent research also explores the relationship between the level of consumer brand commitment with the course of word of mouth communication, taking into account its implications for market segmentation and advertising strategies (DAM, 2020).

2.2 Word of Mouth

Regarding the development of the branding sport event world, WOM is always used as one of the access to market events (Severi et al., 2014). Including at sports events, WOM can be done more effectively and more efficiently than other brand marketing methods. Because the way WOM is faster, interactive, and not commercial. WOM is a way to convey from one person to many other people, so that the branding method in relation to the sports event when it has been successful makes visitors satisfied, then the positive experience will also be delivered to the closest people.

Then the closest person will inform the others. For this reason, the way this WOM works quickly influences the new audience (Robert et al., 2008). Likewise, when the brand equity sport event is strong, of course many prospective visitors are wondering to tourists or visitors who have watched the previous event. That is why the research of Cevallos et. Al. (2020) confirmed by Zeithaml et al. (1996) also explained the indicators in the Word of Mouth including saying positive things, recommending, and encouraging to participate.

Consumer satisfaction expressed to others through word of mouth is indeed important to form brand equity (Virvilaite et al., 2015). Because a large amount of money invested by the company in its products so that customers dictate the value of brand equity with what is said by fellow consumers. From the company's perspective, brand is not only important to assess the effect of communication from word of mouth on consumers and their behavior. But it is also important to understand its effect on brand equity. In previous studies, it includes the conceptualization and development of the brand equity dimensions and its measurements shown from the discovery of previous researchers who have focused on

various aspects of word of mouth communication.

2.3 Brand Equity

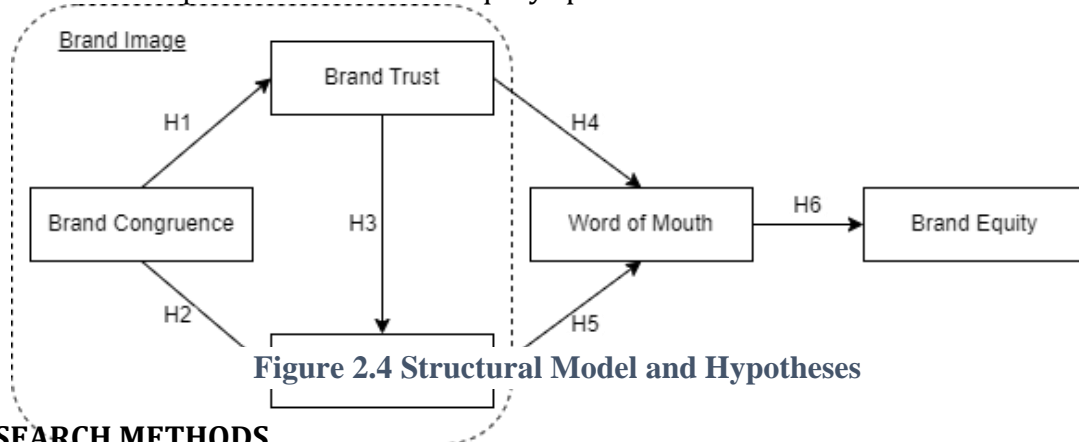
The quality of a sport event is shown in the brand equity function (Adrian, 2018). That is, if the form of brand that is served does not hit consumers or tourists, it will have an impact on the brand image of the sports event to be held (Delgado-Ballester & Munuera-Alemán, 2005). Brand equity requires a sustainable competitive advantage, because this is the added value for consumers or participants who see the activities of introducing the sports event. Not only that, the benefits can also help create competitive positions that can be maintained.

Inherent, brand equity cannot be separated from brand image. Because, the marketer event needs to convince consumers in the marketed sports match brand image. For this reason, maintaining an important sports event equity. Reflected in the performance of the event organizer which shows its advantages in managing a good sports event, to meet the needs of tourists and visitors who watch (Sassenberg et al., 2008). In increasing the existence of brand equity, strategically influenced four indicators previously explained including brand awareness, quality perception, brand association, and brand loyalty (Aaker, 1991) developed by (Adrian, 2018).

The positive influence of brand equity on the success of the sport event is very large the effect of word of mouth, because if the word of mouth is more positive, it will be able to cause the brand equity which is getting better for the product itself (Murtiasih et al., 2013). Brand Equity shows how the consistency of the sports event stakeholders in managing the sustainability of events and sports events to be widely known by all people (Songoi & Gabriel, 2017). The goal is also to integrate various perspectives on tourist trust in deciding tickets to attend the sport event (Zufrie & Sahputra, 2021).

2.4 Structural Model and Hypothesis

The purpose of this study is to test the structural equation model that predicts the brand image factor of the participants' intentions through word of mouth to build this brand equity sport event. This model proposes six hypotheses seen in (Figure 2.4) which is a special purpose of research. On one hand, this is intended to test the extent of the relationship built between brand congruence, brand trust, and brand commitment can reach word of mouth which has direct implications for brand equity sport event SRGF 2022.



RESEARCH METHODS

This study uses a quantitative approach with positivistic paradigm. Whereas the

research design uses descriptive methods and surveys. The population in this study were participants who came to the SRGF 2022 event. While the sample technique used was nonprobability sampling with purposive sampling obtained from the Slovin formula as many as 353 samples. In this study data sources were obtained from primary data and secondary data. Whereas the data collection tool uses an online questionnaire and a paper is written whose measurement tools refer to the Likert 1-5 scale.

In this study the data analysis tool uses Microsoft Excel 2010 version and SPSS (Statistical Product and Service Solution) version 26. While the instrument testing uses the validity and reliability test. Then for data analysis utilizing quantitative descriptive statistical analysis and Structural Equation Model (SEM) (Utama and Mahadewi, 2013) and (Minto, 2016). For the operational variables are described into the matrix of variables (MoV) with the aim of providing credibility to the methodology and to ensure the reproducibility of the instrument and the results of the study in a study. The matrix of the variables referred to are elaborated in the following table:

Table 3 Matrix of Variable

Factor	Code	Indicator	Item
Brand Congruence (CG) (Cevallos et al., 2020)	CG1	Self -image suitability (Grace, 2005)	This brand image is in accordance with my self - image
	CG2	Users reflect themselves (Grace, 2005)	Participating in this event reflects who I am
	CG3	Other users according to themselves (Grace, 2005)	People who are similar to me participated in this event
	CG4	Types of users who used to use (Grace, 2005)	The type of person who participated in this event was very similar to me
Brand Trust (BT) (Cevallos et al., 2020)	BT1	Pay attention to consumer needs (Cáceres, 2007)	The organizer of the event is very concerned about my needs as a spectator
	BT2	Trust the company (Cáceres, 2007)	I strongly believe in the organization of this event
	BT3	Trust the product (Donio, 2006)	I feel that I fully trust this event
Brand Commitment (CM) (Cevallos et al., 2020)	CM1	Emotional bound (Fullerton, 2005)	I feel emotionally bound to this event
	CM2	Has a personal meaning (Fullerton, 2005)	The race at this event has many personal meanings for me
	CM3	Strong identification (Fullerton, 2005)	I feel a strong identification with the race at this event

Factor	Code	Indicator	Item
	CM4	Customer intimacy (Hennig-Thurau, 2004)	My relationship with this event is important to me
	CM5	Customer's large attraction (Hennig-Thurau, 2004)	If this race does not exist anymore, this will be a big loss for me
Word of Mouth (W) (Cevallos et al., 2020)	W1	Say positive things (Zeithaml et al. 1996)	I will say positive things about this event to others
	W2	Recommend (Zeithaml et al. 1996)	I will recommend the match at this event to someone who asks for advice
	W3	Encourage to participate (Zeithaml et al. 1996)	I will encourage my friends and relatives to participate in this event
Brand Equity (BE) (Aaker, 1991)	BE1	Brand awareness (Adrian, 2018)	I have recognized this event for a long time
	BE2	Perception of quality (Adrian, 2018)	I always assess the quality of this event positively
	BE3	Brand association (Adrian, 2018)	I always remember this event held every year
	BE4	Brand loyalty (Adrian, 2018)	I was satisfied with this event, so I came back

Source: Processed Researcher, 2023.

1.2 Statistical Analysis

Information collected through the questionnaire was analyzed using the Statistics program modeling structural EQS equation, in version 6.4. The measurement model is analyzed by the analysis of confirmatory factors, to check that the factors that make up this model meet the recommended reliability and validity criteria in the literature. Then, the structural model analysis is carried out to check whether and the extent to which the proposed relationship is significant, to find out the extent of the proposed model is able to predict the desired variable.

ANALYSIS OF RESULTS

4.1. Measurement Model

To be able to analyze the relationship between factors that influence other factors that have implications for brand equity, analyzed with using confirmatory factor analysis. The

fitting of the model Chi Square atau $P(x^2) = 0,00^{nf}$; The Root Mean Square Error of Approximation (RMSEA) = $0,04^{gf}$; The Root Mean Square Residual (RMR) = $0,02^{gf}$; Good of Fit Index (GFI) = $0,94^{gf}$; Adjusted Goodness of Fit Index (AGFI) = $0,92^{gf}$; Normal Fit Index (NFI) = $0,85^{mf}$; Comparative Fit Index (CFI) = $0,94^{gf}$; Incremental Fit Index (IFI) = $0,94^{gf}$; Relative Fit Index (RFI) = $0,80^{mf}$. Regarding the reliability of the constructs that form the model:

Figure 4 Valid and Reliability Factor

Correlation parameters between factors	p-value loading factor	p-value loading factor 2	Error (1-pv)	Standard	Decision
CG – BT	$0,91^{gf}$	0,83	0,09	$\geq 0,70$	Valid
CG – CM	$1,87^{gf}$	3,50	-0,87	$\geq 0,70$	Valid
BT – CM	$1,14^{gf}$	1,30	-0,14	$\geq 0,70$	Valid
BT – W	$0,18^{mf}$	0,03	0,82	$\geq 0,70$	Invalid
CM – W	$0,93^{gf}$	0,86	0,07	$\geq 0,70$	Valid
W – BE	$0,77^{gf}$	0,59	0,23	$\geq 0,70$	Valid
Construct Reliability	0,99			$\geq 0,70$	Reliable
Variance Extract	1,00			$\geq 0,50$	Reliable

Note: There is one correlation parameter between BT factors to W not to meet the standard requirements ≥ 0.70 .

4.2 Structural Model

As for the structural model, it was made up of four factors (see Figure 4.2). The first was brand congruence (F1), brand trust (F2), brand commitment (F3), WOM (F4), and brand equity (F5). The set of hypotheses arises from the different relationships between these variables. These hypotheses establish that brand congruence (F1) significantly influenced brand trust (F2) (H1), while brand congruence (F1) also influenced brand commitment (F3) (H2). On the other hand, we see that brand trust (F2) had a significant influence on brand commitment (F3) (H3), but brand trust (F2) not significant to WOM (F4) (H4), brand commitment (F3) significantly affected the WOM (F4) (H5). Finally, we see that WOM (F4) significant influence on the brand equity (F5) (H6). In order to check whether the model was appropriate and et the criteria established, its fit values were analyzed ($S-B\chi^2 = 142.49$; $\chi^2 = 265.78$; $gl = 72$; $\chi^2/gl = 3.69$; $NFI = 0.91$; $NNFI = 0.94$; $CFI = 0.95$; $CFI = 0.95$; $IFI = 0.95$) showing indices above 0.90 and a RMSEA value of 0.07.

Table 4.2 Result of the Hypotheses

Hypotheses	p-value	Standard (α)	Decision	Information
CG – BT	0,00	$\leq 0,05$	H_0 rejected	Significant effect
CG – CM	0,00	$\leq 0,05$	H_0 rejected	Significant effect
BT – CM	0,04	$\leq 0,05$	H_0 rejected	Significant effect
BT – W	0,12	$\leq 0,05$	H_0 accepted	Insignificant effect
CM – W	0,00	$\leq 0,05$	H_0 rejected	Significant effect

W – BE	0,02	≤ 0,05	H ₀ rejected	Significant effect
--------	------	--------	-------------------------	--------------------

Source: Processed Researcher, 2023.

DISCUSSION

The results of the first hypothesis testing showed that the brand congruence had a positive direct effect on brand trust on consumers or participants at the SRGF 2022 sport event. That is because brand congruence or brand suitability, according to their self-image when deciding to be a participant in this sports event. When consumers or participants decide to participate in a sports event match in accordance with their image, they can grow the participants' brand trust on a brand. This research is also supported and in line with previous research Chen-Yu et al. (2016) which states that there is a significant effect of the brand congruence variable on the brand trust.

The results of the second hypothesis testing showed that the brand congruence had a significant positive influence on the brand commitment on consumers or participants at the SRGF 2022 sport event. This is in line with the opinion of the resource person who said that there is a variation of the perspective of consumers or participants on the congruence brand in accordance with his image of a brand sport event based on the level of brand commitment. By conceptualizing brand congruence of brand commitment as a stronger construction, it will explain consumers in accordance with the dimensions of attitudes and behavior. Also reinforced by the research stated by Nadhifah & Batu (2021) who confirmed that there was an influence of brand congruence on the brand commitment.

The results of the third hypothesis testing show that the brand trust has a positive direct effect on the brand commitment on consumers or participants at the SRGF 2022 sport event. This shows that in improving brand trust in consumers, it is directly proportional to the role of the brand commitment in this sports event. Abid et al. (2020) explains that the brand trust is also usually considered an important antecedent of the brand commitment in a relational marketing study.

The results of the fourth hypothesis testing explains that the brand trust has an insignificant influence on word of mouth on consumers or participants at the SRGF 2022 sport event. Such results show that the brand trust that takes place at this sports event does not have a significant impact on the word of mouth. Because when consumers trust recommendations directly from other consumers such as friends, relatives, superiors, and others, they will not necessarily convey to other consumers. Of course this proves clearly that the brand trust has no significant effect on word of mouth. Sichtmann (2007) also said that that the effect of brand trust is not significant on word of mouth.

The results of the fifth hypothesis testing confirmation that the brand commitment has a positive direct effect on word of mouth on consumers or participants at the SRGF 2022 sport event. Because the brand commitment shows the behavior of consumers who will be willing to pay the premium price or the highest price to the brand he loves (Albert & Runka, 2013). When consumers have committed to themselves to continue to support the brand owned by a product, they will easily notify these good things to many people including friends, relatives, and people around them through word of mouth communication.

The results of the sixth hypothesis testing explain that word of mouth has a significant positive influence on brand equity on consumers or participants at the SRGF 2022 sport event. Such results show that word of mouth provides an important contribution in

increasing brand equity at this event. Because word of mouth (WOM) is known as an important factor that plays a role in making consumer decisions. WOM is actually also a major factor in understanding consumer behavior. Because, some previous studies have shown that WOM is seven times more effective than advertising, newspapers, and magazines (Murtiasih et al., 2014). Four times more effective than personal selling and twice as effective than radio advertising in influencing brand equity on product brand image (Virvilaite et al., 2015). Even a study concluded that WOM nine times more effective than advertisements in changing the tendency of consumers who do not like or neutral become more confident and positive towards the brand. Of course this is a very concrete evidence that the word of mouth has a positive effect on brand equity.

CONCLUSION

Based on the results of the analysis and discussion that has been presented, in general the conclusions of this study provide information that the studies of the factors tested include Brand congruence, brand trust, brand commitment, word of mouth can emphasize its implications in brand equity in predicting consumer behavior or participants which follows the SRGF 2022 sport event. Implications given are based on hypothesis points including: (1) Based on the facts in the field indicate that developing brand values in accordance with the value of consumer confidence has important consequences. (2) Shows the facts in the field that demanding the sport event marketing division organizer to design precisely which values are important for consumers or participants when participating in this event. (3) Confirming facts in the field which shows that it provides greater reinforcement of sports event managers to become accommodating managers in giving consumer confidence in increasing consumer commitment. (4) In accordance with the findings in the field which shows that the importance of sport event organizer in attracting consumers must be more concerned with his trust. (5) Proves the facts in the field that the event manager must continue to be adaptive in transforming following the development of the majority of consumer character needs. That way the existing brand commitment to consumers can continue to provide positive recommendations and information. (6) As in harmony with the facts in the field that the recommendations made by consumer by word of mouth are the main differential advantages that can be owned by the brand image as the strength of the sport event brand equity.

REFERENCES

- [1] Abid, T., Abid-Dupont, M. A., & Moulins, J. L. (2020). What corporate social responsibility brings to brand management? The two pathways from social responsibility to brand commitment. *Corporate Social Responsibility and Environmental Management*, 27(2), 925–936. <https://doi.org/10.1002/csr.1856>
- [2] Abosag, I., Ramadan, Z. B., Baker, T., & Jin, Z. (2020). Customers' need for uniqueness theory versus brand congruence theory: The impact on satisfaction with social network sites. *Journal of Business Research*, 117(March), 862–872. <https://doi.org/10.1016/j.jbusres.2019.03.016>.
- [3] Adrian, B. (2018). Brand Equity in Sports Industry. *Deontology and journalistic ethics*. Volume 8 • Issue 1, January / March.
- [4] Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand

-
- relationships. *Journal of Consumer Marketing*, 30(3), 258–266. <https://doi.org/10.1108/07363761311328928>
- [5] Alguacil, M., Sánchez-García, J., & Valantine, I. (2020). Be congruent and I will be loyal: the case of sport services. *Sport in Society*, 23(2), 234–248. <https://doi.org/10.1080/17430437.2019.1607305>
- [6] Anfas, A., Hidayanti, I., Umasugi, M., & Yusuf, I. S. H. (2021). The Application of Word of Mouth in Building Community Trust and University Brand Image on Selection Decision for UPBJJ-UT Ternate. *Society*, 9(1), 356–379. <https://doi.org/10.33019/society.v9i1.308>
- [7] Bajac, H., Palacios, M., & Minton, E. A. (2018). Consumer-brand congruence and conspicuousness: an international comparison. *International Marketing Review*, 35(3), 498–517. <https://doi.org/10.1108/IMR-12-2016-0225>
- [8] Burmann, C., & Zeplin, S. (2005). Brand citizenship behavior-brand commitment-internal branding. 12(4), 279–300.
- [9] Cáceres, R.C.; Paparoidamis, N.G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *Eur. J. Mark.*, 41, 836–867.
- [10] Cevallos, D. M., Alguacil, M., & Moreno, F. C. (2020). Influence of brand image of a sports event on the recommendation of its participants. *Sustainability (Switzerland)*, 12(12). <https://doi.org/10.3390/su12125040>
- [11] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- [12] Chen-Yu, J., Cho, S., & Kincade, D. (2016). Brand perception and brand repurchase intent in online apparel shopping: An examination of brand experience, image congruence, brand affect, and brand trust. *Journal of Global Fashion Marketing*, 7(1), 30–44. <https://doi.org/10.1080/20932685.2015.1110042>
- [13] DAM, T. C. (2020). The Effect of Brand Image, Brand Love on Brand Commitment and Positive Word-of-Mouth. *The Journal of Asian Finance, Economics and Business*, 7(11), 449–457. <https://doi.org/10.13106/jafeb.2020.vol7.no11.449>
- [14] Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product and Brand Management*, 14(3), 187–196. <https://doi.org/10.1108/10610420510601058>
- [15] Drengner, J., Jahn, S., & Zanger, C. (2011). Measuring event-brand congruence. *Event Management*, 15(1), 25–36. <https://doi.org/10.3727/152599511X12990855575060>
- [16] Donio, J. (2006). Customer satisfaction and loyalty in a digital environment: an empirical test. *J. Consum. Mark.*, 23, 445–457.
- [17] Fullerton, G. (2005), “The impact of brand loyalty commitment on loyalty to retail service brands”, *Canadian Journal of Administrative Sciences*, Vol. 22 No. 2, pp. 97-110.
- [18] Grace, D.; O’Cass, A. (2005). Service branding: Consumer verdicts on service brands. *J. Retail. Consum. Serv.*, 12, 125–139.
- [19] Gwinner, K. P., & Eaton, J. (1999). Building brand image through event sponsorship: The role of image transfer. *Journal of Advertising*, 28(4), 47–57. <https://doi.org/10.1080/00913367.1999.10673595>
- [20] Haikal, R., Handayani, S. D., & Nuryakin. (2018). The Influence of Electronic Word of
-

- Mouth on Brand Image and Brand Trust and its Impact on Purchase Intention (Empirical Study on Mi Fans Yogyakarta Community). *Jurnal Bisnis Teori Dan Implementasi*, 4, 1-18.
[http://repository.umsida.ac.id/bitstream/handle/123456789/22421/NASPUK\(ENG\).pdf?isAllowed=y&sequence=11](http://repository.umsida.ac.id/bitstream/handle/123456789/22421/NASPUK(ENG).pdf?isAllowed=y&sequence=11)
- [21] Hennig-Thurau, T. (2004). Customer orientation of service employees: Its impact on customer satisfaction, commitment and retention. *Int. J. Serv. Ind. Manag.*, 15, 460-478.
- [22] Kim, Y. H., Li, H., & Nauright, J. (2018). A destination development by building a brand image and sport event tourism: a case of Sport City USA. *Sport in Society*, 21(8), 1196-1203. <https://doi.org/10.1080/17430437.2018.1450718>.
- [23] KOÇAK ALAN, A., & KABADAYI, E. T. (2012). Brand Trust and Brand Affect: Their Strategic Importance on Brand Loyalty. *Journal of Global Strategic Management*, 1(6), 80-80. <https://doi.org/10.20460/jgsm.2012615788>
- [24] Kurniawan, A., & Djohan, I. (2023). Compensation Management for Industrial Employees of Sport Event Venue Management (Case Study : PT . Jakabaring Sport City). *Pusaka: Journal of Tourism, Hospitality, Travel and Busines Event*, 5(1), 98-105. https://scholar.google.com/citations?view_op=view_citation&hl=en&user=9cXb6S8AAA&citation_for_view=9cXb6S8AAA:eQOLeE2rZwMC.
- [25] Minto, W. (2016). Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM). [Buku]. UPN "Veteran" Jawa Timur.
- [26] Murtiasih, S., Sucherly, S., & Siringoringo, H. (2014). Impact of country of origin and word of mouth on brand equity. *Marketing Intelligence and Planning*, 32(5), 616-629. <https://doi.org/10.1108/MIP-04-2013-0073>
- [27] Murtiasih, S., Sucherly, & Siringoringo, H. (2013). How Word of Mouth Influence Brand Equity for Automotive Products in Indonesia. *Procedia - Social and Behavioral Sciences*, 81, 40-44. <https://doi.org/10.1016/j.sbspro.2013.06.384>
- [28] Morgan, R.M.; Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *J. Mark.*, 58, 20-38.
- [29] Nadhifah, S., & Batu, R. L. (2021). Pengaruh Self Image Congruence Terhadap Keputusan Pembelian Dimediasi Oleh Brand Trust Pada Maskapai Penerbangan Air Asia. *Jurnal Ilmu Manajemen*, 9(4), 1477-1486. <https://doi.org/10.26740/jim.v9n4.p1477-1486>
- [30] Parent, M. (2015). *Routledge handbook of sports event management*. Choice Reviews Online, 53(03), 53-1345-53-1345. <https://doi.org/10.5860/choice.192827>
- [31] Sassenberg, A.-M., Verreynne, M.-L., & Morgan, M. J. (2008). A Sport Celebrity Brand Image: A Conceptual Model. *International Journal of Organisational Behaviour*, 17(2), 108-121.
- [32] Severi, E., Choon Ling, K., & Nasermoadeli, A. (2014). The Impacts of Electronic Word of Mouth on Brand Equity in the Context of Social Media. *International Journal of Business and Management*, 9(8), 84-96. <https://doi.org/10.5539/ijbm.v9n8p84>
- [33] Septi Fahmi Choirisa, Purnamaningsih Purnamaningsih, Yoanita Alexandra. (2021). The Effect of E-Wom on Destination Image and Attitude Towards to The Visit Intention in Komodo National Park, Indonesia. *Journal of Tourism Destination and Attraction*.
- [34] Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*, 41(9/10), 999-1015. <https://doi.org/10.1108/03090560710773318>.

- [35] Songoi, J. N., & Gabriel, S. (2017). The Conditional Effect of Word of Mouth on the Relationship Between Sales Promotion and Brand Equity Among Consumers of Detergents in Nairobi County, Kenya. *International Journal of Economics, Commerce and Management*, V(9), 201–216. <http://ijecm.co.uk/>
- [36] Sweeney, J.C.; Soutar, G.N.; Mazzarol, T. (2012). Word of mouth: Measuring the power of individual messages. *Eur. J. Mark.*, 46, 237–257.
- [37] Utama, I. G; Mahadewi, N. M; (2012). Metodologi Penelitian Pariwisata Dan Perhotelan. DOI: 10.13140/RG.2.1.3537.8083.
- [38] Virvilaite, R., Tumasonyte, D., & Sliburyte, L. (2015). The Influence of Word of Mouth Communication on Brand Equity: Receiver Perspectives. *Procedia - Social and Behavioral Sciences*, 213, 641–646. <https://doi.org/10.1016/j.sbspro.2015.11.465>
- [39] Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>
- [40] Zufrie, & Sahputra, A. (2021). Faktor-Faktor Yang Mempengaruhi Ekuitas Merek Pada Cv. Showroom Yulia Motor Sigambal. *Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA)*, 2(1), 143–150. <http://repository.uph.edu/27020/>
- [41] Zeithaml, V.; Berry, L.L.; Parasuraman, A. (1996). The behavioral consequences of service quality. *J. Mark.*, 60, 31–46.