Analysis of brand personality to involve event involvement and loyalty: A case study of Jakarta Fashion Week 2017

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Abstract. Fashion trend in the world changed extremely fast. Fashion has become the one of people’s lifestyle in the world. Fashion week events in several areas can be a measurement of fashion trend nowadays. There was a fashion week event in Indonesia called Jakarta Fashion Week (JFW) aims to show fashion trend to people who want to improve their fashion style. People will join some events if the event has involvement to them, hence they will come to that event again and again. Annually and continuously event is really important to create loyalty among people who are involved in it, in order to increase positive development towards the organizer in organizing the next event. Saving a huge amount from the marketing budget, and creating a higher quality event. This study aims to know the effect of 5 brand personality dimension to event involvement and loyalty in Jakarta Fashion Week (JFW). This study use quantitative confirmative method with Structural Equation Model (SEM) analysis technique. The sample of this study is 150 respondents who became a participant of Jakarta Fashion Week 2017. Result show that there was significant effect of 5 brand personality dimension to 3 dimension of event involvement and loyalty. Meanwhile, there was one dimension of event involvement called personal self-expression that has not effect to loyalty.

1. Introduction

Fashion development in the world is very flexible and very fast changing. Fashion in passing is a dress, but more than that fashion is the way we reflect ourselves [1]. And fashion are symbols of the soul, and fashion cannot be separated from the development of human history and life [2]. To find out the current fashion trend benchmarks can be seen from the Fashion Week event, in the Fashion Week exhibition the latest collection featured from all the designers who follow the event is a benchmark of future fashion developments. In the development of the fashion industry in Indonesia, fashion is a sub-sector of the creative industry, in 2015 the creative industry sector has contributed Rp. 641.8 trillion to GDP, and fashion subsector in Indonesia accounted for 28.29% or equivalent to Rp. 181.5 trillion. Jakarta Fashion Week has been around since 2008. Besides being the biggest fashion show in Indonesia, Jakarta Fashion Week is the biggest fashion show in Southeast Asia. The objective of this research is to know how the brand personality of Jakarta Fashion Week and its influence on event involvement of the show, and how event involvement can influence the loyalty of people People involved in Jakarta Fashion Week
2. Literature Review

2.1. Brand Personality
Brand personality is "the set of human characteristic associated with a brand" which means a brand is a manifestation of the characteristics of a human who form an emotional relationship and describes the consumer expressing himself [7], and brand personality is something to measure or describe A personality of a brand itself, and defines that brand personality is "a set of human personality applicable to the brand, and relevant to the brand" [8]. The Power of Brand states that brand personality is the stage of development in a brand, which means the brand reflects the personality [9]. Basically the function of the brand is not just a description of a product, but the brand is a person who reflects its use. So, author [7] suggested that consumers perceive brands as having five basic personality traits, its sincerity, excitement, competence, sophistication, and ruggedness.

2.2. Event Involvement
Event involvement is a consumer's perception of an event or activity that is cognitive and affective [13]. Event involvement is an interesting, values, and needs someone in an object or event [14]. In previous research on recreation and organizing an event, it is known that in an activity that demands active audience participation, there are variables that support positive attitudes and enthusiastic personality traits in an event, such as commitment to an event, customer loyalty, psychological interrelation - motional and frequency of participation in the event [15]. Event involvement on recreational activities and hobby or leisure involvement according to past research [16] there are three main dimensions, namely attraction, self-expression, and centrality to lifestyle, its involve attraction, personal self expression, and personality centrality.

2.3. Loyalty
Author [17] in the Customer Loyalty book, states that the loyalty of an individual to a thing is can be shown by doing repetitive activities, recommending a product or service to others, showing the advantages of products or services owned from competitors to others. While Loyalty is divided into 2 main perspective in measuring a loyalty into behavior and attitude [18]. These two main perspectives have the same tendency to loyalty as reflected in behaviors and attitudes such as [15] suggest that the behavior and attitudes of a person who is loyal to leisure activities will give them the same intention or Even bigger for the same event next year, and tells about the satisfaction earned from the event through a positive worth-of-mouth for what the individual has experienced.

3. Methodology

3.1. Type of Data
Primary data is in the form of demographic characteristic data of respondents taken by survey method which represents sample from study population, this research uses purposive sampling, the sample size of each population is based on the division of interests of the people involved in Jakarta Fashion Week 2017.

3.2. Data Collection
This research was conducted by using questionnaire survey method that was distributed directly and offline. The population of this study is all the people involved in Jakarta Fashion Week 2017. The method used by purposive sampling, where the sample size is determined on the distribution of the interests of the people involved in the show, as many as 150 data obtained in Jakarta Fashion Week 2017 show on the 24th -28 October 2016.

3.3. Method and Variable
A structural model, in which it was hypothesized that: the five brand personality facets will influence the development of event involvement; and the three involvement dimensions will influence the
development of event loyalty (behavioural intentions and W-O-M communications). The structural model is presented in Figure 1.

![Structural Model](image)

**Figure 1.** Structural Model.

A deductive methodological approach was adopted in the current study. A deductive approach is used when the goal of the study is to test causal relationships among variables, usually with the form of hypotheses and design a research strategy to test a theory [19].

4. Analysis and Review

4.1. Descriptive Analysis

Descriptive analysis serves to determine the distribution of respondents based on demography profile [10]. The following is the result of demographic analysis of respondents show that most people involved in Jakarta Fashion Week show are West Jakarta residents with 32 people, followed by Central Jakarta and South Jakarta with 29 people, North Jakarta 28 people and East Jakarta with 14 people From outside Jakarta 18 people. While most ages are present in Jakarta Fashion Week is the age of 26-35 years, and at least is at the age of 46-55 years, the last education of the people involved in the Jakarta Fashion Week show is known to most are undergraduate with a percentage of 53% or a number of 80 people, and the fewest are post graduate with a percentage of 105 or 15 people. The type of work of the people involved in Jakarta Fashion Week 2017 is at most private employees with a frequency of 49 people or a percentage of 33%, while the least is the TNI / POLRI with a percentage of 1% or a number of 2 persons.

The amount of interest of a respondent in the Jakarta Fashion Week 2017 event or can be said as the distribution of respondents who took part in the Jakarta Fashion Week 2017 is as follows, the audience is a number of 67 people or (45%) of the total respondents, then 28 people or (19%) are the committee, 17 respondents or (11%) are models, 12 respondents or 8% are designers, 9 respondents or (6%) are reporters / writers, 7 respondents or (5%) are Buyers, and 10 respondents or (7%) are photographer.
4.2. Confirmatory factor analysis

Confirmatory Factor Analysis (CFA) to test Validity and Cronbach's alpha to test reliability. Validity test is done to see if the measuring instrument used can represent precisely the variables studied. Data will be considered valid if the load factor value has exceeded the minimum limit of above 0.50 (Hair et al., 2014). Test Reliability is done to see the consistency of answers and useful to determine whether the instrument, in this case the questionnaire can be used more than once. The data will be considered reliable if the value of Cronbach's alpha has exceeded the minimum limit value of above 0.70, in this study the researchers used the minimum limit of 0.70 because with the minimal limit is more reliable and more able to provide support for internal consistency [12].

| Table 1. CFA & Reliability for Brand Personality. |
|-----------------------------------------------|
| Factor            | Indicator | Estimate | Cronbach Alfa |
|-------------------|-----------|----------|----------------|
| Excitement        | EX1       | 0.89     |                |
|                   | EX2       | 0.90     | 0.943          |
|                   | EX3       | 0.90     |                |
|                   | EX4       | 0.89     |                |
| Sincerity         | SC1       | 0.90     |                |
|                   | SC2       | 0.91     | 0.945          |
|                   | SC3       | 0.91     |                |
|                   | SC4       | 0.88     |                |
| Competence        | CT1       | 0.92     |                |
|                   | CT2       | 0.81     | 0.907          |
|                   | CT3       | 0.91     |                |
| Ruggedness        | RU1       | 0.85     | 0.898          |
|                   | RU2       | 0.96     |                |
| Sophistication    | SH1       | 0.92     | 0.882          |
|                   | SH2       | 0.86     |                |

| Table 2. CFA & Reliability for Event Involvement. |
|-----------------------------------------------|
| Factor            | Indicator | Estimate | Cronbach Alfa |
|-------------------|-----------|----------|----------------|
| Involve           | IA1       | 0.92     |                |
| Attraction        | IA2       | 0.88     | 0.927          |
|                   | IA3       | 0.90     |                |
| Self              | SE1       | 0.90     |                |
| Expression        | SE2       | 0.91     | 0.927          |
|                   | SE3       | 0.88     |                |
| Personal          | PC1       | 0.87     |                |
| Centrality        | PC2       | 0.89     | 0.914          |
|                   | PC3       | 0.88     |                |

| Table 3. CFA & Reliability for Loyalty. |
|-----------------------------------------------|
| Factor            | Indicator | Estimate | Cronbach Alfa |
|-------------------|-----------|----------|----------------|
| Loyalty           | P         | 0.71     | 0.859          |
|                   | WOM       | 0.70     |                |

It is known based on the results of estimate and Cronbach alpha values that have been processed that all constructs in brand personality have been valid and reliable.
4.3. SEM Analysis

The fit model test is called the goodness of fit test to test the hypothesis whether the model is fit or not, the goodness of fit test is done to find out the feasibility of the structural model by comparing the goodness of fit and cut off tables. The variables found in this research are 2 independent variables, namely brand personality and event involvement variables, consisting of 5 dimensions on the brand personality variable, namely excitement (EX), sincerity (SC), competence (CT), ruggedness (RU), and Sophistication (SH) and 3 dimensions in event involvement variables, namely personal centrality (PC), personal self expression (SE) and involve attraction (IA).

In the goodness-of-fit test that has been done in this research is to see that the value of Chi - Square, P - Value, GFI, AGFI, CFI, RMSEA, CMIN / DF, TLI, and CFI must qualify. Model fit test in this research can be seen from table 4 that from the goodness of fit test results can be seen that the model has been fit and has passed the feasibility test. According to [20] if there have been two criteria of goodness-of-fit that meet the criteria then the model is said to be good or has been feasible. Then, in table 4, it can be seen that the results obtained are 2 criteria that decide that the model is not appropriate and does not meet the requirements of GFI criteria with cut off value of 0.876 and AGFI with cut off value of 0.846 and the rest decided that the model is appropriate. So it can be concluded, the model diagram that has been tested above has been suitable to be observed, but because there are 2 of 7 that decide not appropriate, so it needs to be modified in order to get a model that all criteria meet the comparative requirements.
Table 4. Goodness of Fit.

| Criteria     | Cut off  | Comparison | Decision          |
|--------------|----------|------------|-------------------|
| Chi – Square | 256.822  | As small as possible | Marginal          |
| P – Value    | 0.847    | ≥ 0.05     | Accepted          |
| GFI          | 0.876    | ≥ 0.9      | Not good enough   |
| AGFI         | 0.846    | ≥ 0.9      | Not good enough   |
| RMSE         | 0.000    | ≤ 0.08     | Accepted          |
| CMIN/DF      | 0.914    | ≤ 2        | Accepted          |
| TLI          | 2.077    | ≥ 0.9      | Accepted          |
| CFI          | 1        | ≥ 0.9      | Accepted          |

4.4. Modification (SEM)
Modification of the model is done by connecting the error value of model measurement in one construct based on the biggest MI value, SEM modification will decrease the chi-square value and increase the GFI and AGFI value on the goodness of fit, after 3 SEM modifications to the data, The end result of this modification.

Figure 3. SEM after Modification.
And the value on the goodness of fit, turns into

| Criteria         | Cut off | Comparison | Decision |
|------------------|---------|------------|----------|
| Chi – Square     | 235.245 | As small as possible | Marginal |
| P – Value        | 0.970   | ≥ 0.05     | Accepted |
| GFI              | 0.881   | ≥ 0.9      | Good enough |
| AGFI             | 0.850   | ≥ 0.9      | Good enough |
| RMSE             | 0.000   | ≤ 0.08     | Accepted |
| CMIN/DF          | 0.859   | ≤ 2        | Accepted |
| TLI              | 2.760   | ≥ 0.9      | Accepted |
| CFI              | 1       | ≥ 0.9      | Accepted |

4.5 Hypothesis

After the model has been obtained, then performed hypothesis testing of each latent variable. Where here, want to know whether there is a relationship between brand personality with event involvement, and the relationship between event involvements with loyalty. Hypothesis testing is done by using p-value obtained from SPSS AMOS software.

In table 6 below is a hypothesis testing table or also can be called by weight regression analysis. Hypothesis testing performed on each - each variable. Where if the value of p-value is more than alpha value 0.05, then the variable has no effect. In the table above can be seen that 18 variables significantly influence because the value of p-value is less than alpha value 0.05. While that does not have an effect is one variable, namely the variable self-expression to loyalty, because the value of p-value more than alpha value 0.05.

| Variabel         | Variabel     | Estimate | S.E.  | C.R.  | P – Value |
|------------------|--------------|----------|-------|-------|-----------|
| InvAttraction    | Sincerity    | 0.131    | 0.027 | 4.921 | 0.000     |
| PCentrality      | Sincerity    | 0.234    | 0.029 | 8.09  | 0.000     |
| PSelfExpression  | Sincerity    | 0.323    | 0.032 | 10.017| 0.000     |
| InvAttraction    | Excitement   | 0.141    | 0.027 | 5.167 | 0.000     |
| PCentrality      | Excitement   | 0.325    | 0.035 | 9.282 | 0.000     |
| PSelfExpression  | Excitement   | 0.202    | 0.027 | 7.486 | 0.000     |
| InvAttraction    | Competence   | 0.284    | 0.033 | 8.726 | 0.000     |
| PCentrality      | Competence   | 0.098    | 0.024 | 4.025 | 0.000     |
| PSelfExpression  | Competence   | 0.157    | 0.026 | 6.119 | 0.000     |
| InvAttraction    | Sophistication| 0.296   | 0.035 | 8.355 | 0.000     |
| PCentrality      | Sophistication| 0.242   | 0.03    | 7.946 | 0.000     |
| PSelfExpression  | Sophistication| 0.211   | 0.029 | 7.149 | 0.000     |
| PSelfExpression  | Ruggedness   | 0.177    | 0.026 | 6.765 | 0.000     |
| PCentrality      | Ruggedness   | 0.134    | 0.023 | 5.949 | 0.000     |
| InvAttraction    | Ruggedness   | 0.208    | 0.029 | 7.1   | 0.000     |
| Loyalty          | InvAttraction| -0.674   | 0.191 | -3.518| 0.000     |
| Loyalty          | PCentrality  | 1.472    | 0.268 | 5.498 | 0.000     |
| Loyalty          | PSelfExpression| 0.179  | 0.237 | 0.756 | 0.45      |

5. Conclusion

Based on the result of structural equation model (SEM) analysis on the data of respondents who become participants in Jakarta Fashion Week 2017, it can be concluded that there are significant positive
influence between 5 model of personality brand that is Personal Sincerity, Personal Excitement, Personal Competence, Personal Ruggedness and Sophistication to 3 model Event involvement and loyalty. While one of the model of event involvement that is personal self-expression did not have a significant positive effect on loyalty model that is participate and WOM. Based on this it is known that the brand personality factor is really a very supportive event involvement of an event, because the brand personality of an event shows the identity of an event, the identity of the event is very influential on the people involved in the event activities. Based on 5 dimensions of brand personality that is Sincerity, Excitement, Competence, Ruggedness and Sophistication, Jakarta Fashion Week performance has been in accordance with the people involved and participate in it. Brand personality is very influential on the event involvement, because a good brand personality will create a high involvement event, the desire to participate and engage in the performance event. It creates event involvement in the form of personal self-expression, involve attraction, and personal centrality high.

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