
THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON CONSUMERS' DECISION TO CHOOSE PHENOM EVENT INDONESIA AS AN ORGANIZER OF MICE & EVENT ACTIVITIES

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Abstract

This study aims to determine the effect of service quality (X1) and brand image (X2) on consumer decisions (Y) choosing Phenom Event Indonesia as the organizer of MICE & Event activities. The method used is a quantitative approach using the t test, F test and the coefficient of determination test (R2). The research data was collected by means of a documentation study and distributing questionnaires to 100 respondents. Based on the t test, it is known that the significant value of variable X1 is 0.616, variable X2 is 0.362. These two results show a positive value, so it can be said that the variable service quality (X1) and brand image (X2) have an effect on the consumer decision variable (Y). From the results of the F test it is shown that the calculated F value > F table, namely 156.806 > 3.09. This shows that service quality (X1) and brand image (X2) simultaneously have a positive and significant effect on consumer decisions (Y). Based on the Coefficient of Determination Test (R2) it is known that the variables of service quality (X1) and brand image (X2) simultaneously influence consumer decisions (Y) by 76.4%. This shows that service quality and brand image have a major influence on consumer decisions to use Phenom event Indonesia services.

Keywords : brand image, customer decision, event, MICE, service quality.

1. INTRODUCTION

Bali is one of the most popular tourist destinations throughout Indonesia and the world. Bali has received world awards several times. In 2018, Bali won 3 world awards, namely Top 10 Overseas Destinations, Top 10 Luxury Travel Destinations and Top 10 Honeymoon Destinations. Bali topped the list, beating Hawaii, Paris, New York, Dubai, Madrid, Sidney and Guam. (Indonesia Travel, 2018)

Bali is also developing rapidly in the facilities and infrastructure sector, such as the construction of road accessibility, accommodation, tourist attractions, events, and so on. The first milestone in the

development of MICE in Indonesia was the holding of the PATA Travel Fair and Global Climate Change in 2010. This was followed by the successful holding of several important international level events in 2013 in Bali. such as the Asia Pacific Economic Cooperation (APEC) Summit and the Miss World Contest in Indonesia. In November 2013 Indonesia successfully held the World Trade Organization Summit in Bali.

In 2015, one of the most monumental MICE events for the Indonesian people was the successful holding of the Asian-African Summit in Bandung. Of course, this moment later became a historical moment again,

considering that Bandung is one of the cities where the Asian-African Summit was held during the time of President Sukarno in 1955 in Bandung.

MICE (Meeting, Incentive, Convention/Conference, Exhibition) is defined as convention tourism, with limitations: convention service businesses, incentive trips, and exhibitions. MICE is an attempt to provide services for a meeting of a group of people (statesmen, businessmen, intellectuals, and so on) to discuss issues relating to common interests. Apart from MICE, several categories that are not included in MICE can be categorized as events. Pendif (1999:25).

An event that is run or held requires the help of experts who usually organize events or what we know as event organizers. According to Goldblatt (2013), event organizers are professional activities of gathering and bringing together a group of people for celebration, education, marketing and reunion purposes. as well as being responsible for conducting research, designing activities, planning and carrying out coordination and supervision to realize the presence of an activity.

The event organizer business in Bali has grown very rapidly. Tourists on vacation to Bali are not only looking for pleasure or what we know as leisure tourism, but also come to Bali for business purposes or known as business tourism. Business tourism is developing rapidly day by day, so the need for event organizers is also increasing along with the increasing need for MICE & Event activities. One event organizer who has long experience and often handles event activities is Phenom Event Indonesia.

Phenom Event Indonesia is one of the event organizers in Bali. Phenom Event Indonesia has handled various MICE & Event activities that have been held in Bali. MICE & Event activities that have been organized by Phenom Event Indonesia in Bali from 2016 to 2020 have experienced ups and downs. In 2016 there were 87 events, in 2019 there were 91 events (4.6%), in 2018 there were 93 events (2.2%) in 2019 there were 88 events (-5.4%) Especially during the Covid 19 pandemic it experienced a steady decline to minus numbers.

MICE & Event activities that have been held by Phenom Event Indonesia from 2016 to 2020, as shown in table 1.2

Table 1.2 MICE & Event Activities of Phenom Event Indonesia

No.	Date	Event	Client
1	25 – 26 October 2016	All System Go	Focus Brand International
2	21 November 2016	Aqua Japan Annual Dealers Gathering	Aqua Japan
3	15 May 2016	Blue Orient Bali – SingaporeIV Congresso	Blue Orient
4	29 April 2016	CCO Challenge Collections	CIMB Niaga
5	7 – 9 January 2016	Changi East Team Bonding	Changi
6	2 – 3 November 2016	Experience Inspire Empower 2016 Asia Pacific Customer Conference	Tyco Security Products
7	18 – 19 March 2016	HSBC Event	HSBC
8	18 September 2016	Happy Birthday 66 th Mr Toto Hermawan Liem	Family of Mr Toto Hermawan Liem
9	12 November 2016	Outing Dinas Tata Kota, Kota Bekasi	Dinas Tata Kota, Kota Bekasi
10	4 – 6 November 2016	Outing PT. NAP Info LintasNusa	PT. NAP Info Lintas

11	17 November 2016	- Matrix Phonska Plus	Nusa - Matrix PT Petrokimia Gresik
12	16 - 17 March 2016	Telkomsel Sales Award	Telkomsel
13	21 July 2016	The Wedding Gustavo Bernado & Perez Defeldman	Family of Gustavo Bernado&Perez Defeldman
14	24 - 26 November 2017	Soemadipradja & Taher Team Building	S&T Advocates
15	21 November 2017	Ducatus Asian Summit	Ducatus
16	12 - 14 September 2018	Asia Fund Standardization Forum	KSEI
17	25 - 29 March 2018	DHL Express APEC EOY	DHL
18	22 - 24 January 2018	APJ Partner Summit 2018	F Secure
19	25 - 26 April 2018	Huvepharma Summit	Huvepharma
20	5 - 8 September 2018	Night Owl Convenience Conference	Night Owl Convenience
21	3 February 2018	CCAI Sales Rally 2018	Coca Cola Amatil Indonesia
22	24 November 2018	SSA Fufang Ejiao Gathering	SSA FufangEjiao
23	3 - 4 July 2019	Alma Clinical Meeting	Alma
24	18 August 2019	GECon PT Pharmindo Rimpang Kokoh	PT Pharmindo Rimpang Kokoh
25	19 - 23 August 2019	Operation Management Banquet 2019 Marugame Udon Indonesia	Marugame Udon Indonesia
26	9 - 11 October 2019	Prima Annual Meeting	Prima
27	5 - 11 November 2019	2019 Summer Festival Global FM	Global FM Korea
28	12 - 15 November 2019	Veritas Conference	Veritas Group
29	4 - 7 December 2019	Total Distribution Convention PT Total Oil Indonesia	PT Total Oil Indonesia
30	13 - 15 January 2020	9th International Conference On Building Resilience ICBR09	-
31	13 - 16 January 2020	15th Ag Leaders Conference Allianz Assurance	Allianz
32	3 February 2020	Raker Commercial Banking Mandiri	Bank Mandiri
33	8 February 2020	Vaillant Meeting	Vaillant Group
34	13 August 2020	Conference Revitalisasi Bumi by Kemenparekraf	Kemenparekraf
35	20 - 23 August 2020	Leaders Offsite Meeting 2020 by Kementrian Koordinator Bidang Perekonomian Republik Indonesia	Kementrian Koordinator Bidang Perekonomian Republik Indonesia
36	21 August 2020	Rapat Koordinasi Kementrian Perdagangan	Kementrian Perdagangan Republik Indonesia
37	27 August 2020	Rapat Koordinasi Penyusunan Rencana Penyerapa Anggaran Direktorat MICE TA 2020	Direktorat MICE Kemenparekraf
38	24 November 2020	Conference Penyusunan Strategi	Kemenparekraf

Pengembangan MICE Indonesia
by Kemenparekraf

Phenom Event Indonesia is an event organizer company that has a good brand image in Bali. Over time, many event organizer companies have sprung up in Bali and created competition in the event organizer services sector. Therefore, companies engaged in event organizer services are always trying to improve their

brand image.

Of the many event organizers in Bali, there are several event organizer companies that are quite competitive with Phenom Event Indonesia, and also have a good brand image in the eyes of consumers, as shown in table 1.3

.Table 1.3 Brand Image Event Organizer

Event Organizer' image	total review	Review (1 to 5 Stars)					Percentage (%)
		Stars 5	Stars 4	Stars 3	Stars 2	Stars 1	
Phenom Event Indonesia	132	128	3	-	1	-	96,96%
Kita Satu Bali Event Organizer	30	24	5	1	-	-	80%
Bali Group Organizer Perempatan Event Organizer and Production	42	36	3	2	1	-	85,71%
Organizer and Production	107	104	1	1	-	1	97,19%

From table 1.3, it can be seen that the four event organizer companies above have a positive brand image in the eyes of consumers. The percentage of consumers for Phenom Event Indonesia is 96.96%, Kita Satu Bali Event Organizer has a percentage of 80%, Bali Group Organizer is 85.71%, and Quarter Event Organizer and Production is 97.19%.

Positive reviews from consumers are an indicator that the event organizer has a good brand image in the eyes of consumers. However, there were also negative reviews. This indicates that the consumer is dissatisfied with the services provided by an event organizer. From the results of interviews with the management of Phenom Event Indonesia, it is known that there are several complaints from

consumers. For example, technical problems such as insufficient electricity at ballrooms, broken Wireless Mic from Keynote Speakers, incomplete presentation equipment, parking problems and so on. By looking at complaints from consumers, it is necessary to conduct this research, which is focused on service quality and brand image. So the formulation of the problem in this study is:

1. How does the influence of service quality and brand image on consumers' decisions to choose Phenom Event Indonesia as the organizer of MICE & Event activities?
2. How big is the influence of service quality and brand image on consumers' decisions to choose Phenom Event Indonesia as the organizer of MICE &

Event activities?

2. RESEARCH METHOD

This study uses a quantitative approach. To see the relationship between x and y variables, the statistical tools Multiple Linear Regression, Coefficient of Determination, t-test and F-test were used. Data were obtained by observation, distributing questionnaires to 100 respondents who had used the Phenom Event service. The instrument was tested first with validity and reliability tests.

a. Test the Validity of Variables X1, X2 and Y

From the SPSS calculation results, the X1 variable found a correlation value that was greater than the rtable, namely 0.195. The overall r-count value for the sub-indicators has a greater value than the r-table. The service quality variable has r-count values ranging from 0.711 to 0.854. So it can be concluded that all statements on the questionnaire for service quality variables are stated to be valid.

The brand image variable questionnaire, the correlation value is greater than the rtable, namely 0.195. The overall rcount value for the sub-indicators has a greater value than the rtable. The brand image variable has an rcount value ranging from 0.719 to 0.815. when viewed from each sub-indicator, it can be concluded that all statements in the questionnaire for the brand image variable are declared valid.

For consumer decision variables, a correlation value was found that was greater than the rtable, namely 0.195. The consumer decision variable has an rcount value ranging from 0.644 to 0.854. When viewed from each sub-indicator, it can be concluded that all statements on the

questionnaire for consumer decision variables are declared valid. Reliability Test

Based on the reliability test, it can be explained that the results of the reliability test with the Cronbach Alpha test produce a value greater than 0.6 or (α) > 0.60 so that it can be concluded that the questionnaire statement items are declared reliable.

3. RESULT & DISCUSSION

3.1 Data Explanation

3.1.1 Characteristics of Respondents

From the results of distributing 100 questionnaires to Phenom Event Indonesia consumers, data on the characteristics of the respondents were obtained, data to determine the effect of price and brand image variables on consumer decisions. The following is data on the characteristics of the respondents grouped by gender, age, last education and occupation. Based on gender, more male respondents, namely 52%, 48% female. In terms of age, most were aged 21-30 years, namely as much as 48%, followed by those aged 31-40 years, as many as 31%.

In terms of educational background, most respondents were undergraduate graduates, namely 49%, diploma 37% and high school 14%.

Based on occupation, 43% are private workers, 25% are students or university students, 15% are government employees (PNS) and 16% are entrepreneurs.

3.1.2 Multiple Linear Regression Analy

To find out the relationship between the variables x1, x2 and the variable y, multiple linear regression analysis is used. because in this study using more than one independent variable. Processing this data using SPSS software version 25. The results of multiple linear regression analysis can be seen in the following table

Table 3.1: Results of Multiple Linear Regression Analysis

	Unstandarized Coefficients	Standarized Coefficients
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Model		B	Std. Error	t	Sig.
1	(Constant)	,101	1,147	,088	,930
	Quality	,616	,105	,571	5,884
	Service	,362	,106	,332	3,424
	Brand Image				,001

Based on the table above, it is known that the results of multiple linear regression analysis found the regression coefficient value of the service quality variable (X1) of 0.616. The regression coefficient of the brand image variable (X2) is 0.362. Based on these results it can be concluded that the most dominant independent variable influencing consumer decisions is the service quality variable (X1) of 0.616. 3.1.3 Uji T

T-test analysis is used to test the partially significant effect of service quality and brand image variables on consumer decision variables. Based on the results of the t test, it is known that the tcount value of variable X1 (quality of service) to variable Y (consumer decision) is 5.884 and ttable is 1.984. The significance value of the service quality variable is 0.000 which means less than 0.05 (0.000 < 0.05). This means that the service quality variable has a positive and significant relationship to the consumer decision variable.

Based on the results of the t test, it shows that the tcount value of the brand image variable on the consumer decision variable is 3.424 and the ttable is 1.984. The significance value of the service quality variable is 0.001 which means less than 0.05 or 0.001 < 0.05. This means that the brand image variable has a positive and significant relationship to the consumer decision variable.

3.1.3 F test

Based on the F test, it is known that the calculated F value is 156.806. F count > F table (156.806 > 3.09). a significance value of 0.000 which means below 0.05 (0.000 < 0.05). This indicates that H0 is rejected and Ha is accepted. It can be concluded that the variables of service

quality (X1) and brand image (X2) simultaneously have a positive and significant effect on consumer decision variables (Y).

3.1.4 Determination Coefficient Test

Based on the Determination Coefficient Test (R2) it is known that the variables of service quality (X1) and brand image (X2) simultaneously have an influence of 76.4 percent on consumer decisions choosing Phenom Event Indonesia as the organizer of MICE & Event activities (Y), while 23, 6 percent is influenced by other factors not discussed in this study.

3.2 DISCUSSION

Similar research has been carried out by Endriani (2019) with the title "The Influence of Brand Image and Service Quality on Service Purchasing Decisions in an Islamic Economic Perspective." This study also uses the same statistical tools. The results of the t test analysis show that the variable X1 (brand image) has a t value of 2.312. This value is greater than the t table value (1.678). This means that brand image has a positive effect on variable Y (service purchasing decisions). From the results of the F test, it is known that f count is greater than f table (4.48 > 3.20). This means that brand image and service quality simultaneously have a positive effect on service purchasing decisions. From the R2 test (coefficient of determination) found a value of 78.9%. meaning that the two variables X1 (brand image) and X2 (service quality) contribute 78.9% to variable Y (service purchase decision).

From these two studies, the same results were obtained that service quality

and brand image had a positive effect on product purchasing decisions. From the R² value, it is found that the figure is above 50%. This means that these two independent variables have a big role to attract consumers in deciding to buy a product or service.

From the results of the questionnaire distribution, it is known that the majority of Phenom Event consumers are repeater consumers. Consumers who come more than 2 times are 27%, between 3-5 times as much as 24%, more than five times, as many as 8%. While for the first time using the services of the Phenom event as much as 41%. This shows that customer loyalty using Phenom Event services is relatively high. Loyalty shows that the image or brand of Phenom Event is considered good in the eyes of consumers. Given that today's society is closer to the world of gadgets, many entrepreneurs promote their products through social media. Of the 100 respondents, it was found that 69% of Phenom Event consumers obtained information about Phenom Events from Instagram (IG) social media, you tube: 17%, the Phenom Event website: 13%. From this it shows that the market share uses more IG media to find information about Phenom Events.

Considering that price and image are important indicators for consumers in making purchasing decisions, it is necessary to pay attention to business actors, so that they always maintain the company's image and the stability of product prices so as to attract potential consumers and customers to buy their products.

4. CONCLUSION

Based on data analysis it can be concluded that:

1. From the results of the t test it is known that the significant value of the X1 variable is 0.616, the X2 variable is 0.362. These two results show a

positive value, so it can be said that the service quality variable (X1) and brand image (X2) have a positive effect on the consumer decision variable (Y).

2. From the results of the F test, it was found that the value of F count > F table (156.806 > 3.09). This shows that service quality (X1) and brand image (X2) simultaneously have a positive and significant effect on consumer decisions (Y).
3. From the results of the Coefficient of Determination Test (R²) it is known that the variables of service quality (X1) and brand image (X2) simultaneously have an influence of 76.4 percent on consumer decisions choosing Phenom Event Indonesia as the organizer of MICE & Event activities (Y), while 23.6 percent is influenced by other factors not discussed in this study.

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