

Bridestory Marketing Communication (Quantitative Study Influence Brand Awareness on Consumer Interest Using Wedding Organizer)

¹Graceshiella Jeftannie, ²M. Gafar Yoedtadi*

^{1,2}Faculty of Communication Sciences, Universitas Tarumanagara

*Corresponding author. Email: gafary@fikom.untar.ac.id

ABSTRACT

Human dependence towards the Internet in finding information provides ideas for business people to combine the use of communication and information technology with the business they run. An online wedding marketplace named Bridestory is one of the tangible pieces of evidence of this phenomenon, which is aimed at making it easier for brides to find information about marriage. This study aims to determine whether there is an effect of brand awareness on consumer interest in use Bridestory as a wedding event organizer service. The method used in this research is quantitative with survey methods. The number of respondents used in this study was 80 people. Respondents were selected using a purposive sampling technique, that is, with the criteria of not being married and within ages to 21-25 years. Data Analysis uses a validity test, reliability test, normality test, correlation coefficient test, regression analysis, and hypothesis testing. Based on the results of the study, it was found that there is an effect and strong relationship between Bridestory's brand awareness of consumer interests using a wedding organizer.

Keywords: brand awareness; consumer interest; online wedding marketplace

1. INTRODUCTION

In this era of globalization, human needs became increasingly complex but still demanded to be fast-paced, efficient and as simple as possible. This makes the business people compete to create innovations that can facilitate human life and the ability to survive in the flow of business competition. Marketing Products is one of the important things that companies do to inform, promote, and offer products or services to improve their sales or service figures. From a wide range of existing marketing tools, Internet marketing is the most suitable tool in today's era. Because human dependence on the Internet gives business people the idea to combine the utilization of communication and information technology with the business it is running. Then came the stub that became a term for companies engaged in the field of technology and information. Already as many as 522 official startups registered in the Jabodetabek region in 2018, the type of business also varies from application developers, payment systems, services, to Trading [1]. Usually, these startup companies are created from struggle or problem ranging from community needs, community concerns, and social issues. The biggest problem for people who are going to get married are the difficulty in preparing their wedding party. The bustle of the work and lack of

knowledge of the wedding preparations are very draining the mind, energy, and timing of the bride.

Bridestory is the answer to the problem, a startup company as an online wedding marketplace originating from Indonesia that has been globalized [2]. This online-based Marketplace can help connect wedding professionals and other vendors with aspiring brides around the world.

This Research relates to marketing communication, according to Kurtz [3] Marketing is an organizational function and a series of processes to create communication and provide value to customers and to manage customer relationships that are profitable for the organization and stakeholders. With brand awareness as X variables. According to Kartajaya [4] Brand awareness is the ability of a potential buyer to recognize or recall a brand that is part of a product category. Consumer interest as a variable Y, which defines Agusli [5] Buy as a practical activity accompanied by a feeling of delight, and followed by a tendency to do the activity is buying, but interest in buying will arise depending on the type, quality, or other attractiveness of a product.

Marketing Communication is certainly aimed at facilitating the purchase, generating a desire for a product category, creating brand awareness, and encouraging a positive attitude towards the product and affecting interest. Based on the background above, then the problem of this research is that there is an influence of Brand Awareness Bridestory towards consumer interest using Wedding Organizer.

2. BACKGROUND

There is an earlier study that is also similar to the discussion with this study titled "Influence of Brand Awareness and Brand Image on the interest in buying beauty products Innisfree". The research was made by Devita Agustin Santoso, Rezi Erdiansyah, and Muhammad Adi Pribadi [6] by discussing a Korean beauty trend that started to enter the global market, including Indonesia which is one of which is called Innisfree. The results of her research stated that collectively brand awareness and brand image have significant impact on the interest in buying a beauty product for Innisfree.

Another research that has been conducted in the "influence of Brand Awareness on consumer interest in applying for credit (case study: Astra Credit Companies Bandung)". Research by Indra Gustiawan and Widya Sastika [7]. This research discusses how to influence Brand Awareness on consumer interest in applying for credit, research using the community object of Bandung city that has a car with a case study in Astra Credit Companies.

Muhammad Hadjid's research [8] titled "Bridestory Website communication strategy against the marketing of wedding photography services in Medan City". This study examines how the communication strategy of the Bridestory website and knows the role of the Bridestory website in the marketing of wedding photography services, especially in Medan city.

Compared to the three previous studies, this study has a different focus. Namely, reviewing brand awareness of the Bridestory network site, to the interest of buying services of wedding organizers.

2.1. Method

This research uses a quantitative approach, with the survey method. Extracting data using questionnaires containing statements about Bridestory. Sample withdrawal using the Technique purposive sample, which is the research respondent chosen with the criteria according to research objectives, aged 21-25 years and not married.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Man	29	36.3	36.3	36.3
Woman	51	63.8	63.8	100.0
Total	80	100.0	100.0	

Figure 2 Gender of the Respondent

The determination of many samples of 80 respondents was determined using the formula according to Hair et al which is where the sample = number of indicators x 5 [9]. The data analysis techniques used in this study are descriptive analysis, validity test, reliability test, normality test, correlation coefficient test, regression analysis, and hypothesis test.

The free variables in this study are brand awareness, and the current variables are consumer interests. Measurement of data using a Likert scale. The Likert Scale uses the items that are certainly good and are certainly bad, So that Likert scale can be used to know how strong the level of consent and how strong the degree of disagreement from the subject, and the object of the attitude are usually determined specifically and systematically by the researcher [10].

The indicators of the variables become the benchmark in making the questions or statements that the respondent must fill. Any such questions or statements are re-linked with an answer that is a support or statement of expression expressed in the form of words: (1) Highly disagree (STS), (2) Disagree (TS), (3) Neutral (N), (4) Agree (S), (5) Strongly agree (ST).

According to Kotler [11], There are 6 levels (dimensions) to measure brand awareness that when consumers easily recognize and remember a brand with enough detail, meaning the level of consumer awareness of the brand is relatively high. Starting from the lowest is unaware of Brand (not recognizing brand), brand recognition (brand recognition), brand recall (brand recollection), to the highest in the top of mind. Consumers also have a dimension consisting of transactional interest, referential interest, preferential interest, and exploratory interest. It is an act of a consumer who wants a product and feels interested in owning the product [9].

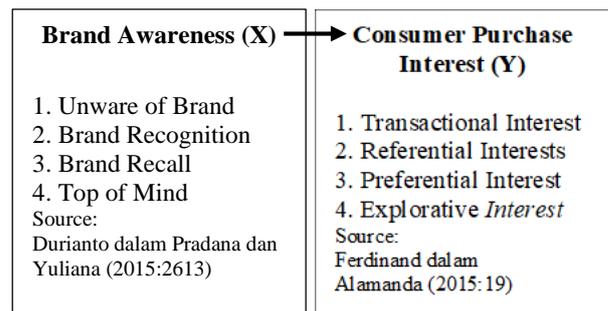


Figure 1 Research Framework

2.2. Results

2.2.1. Bridestory Profile

Bridestory is a complete and inspiring global wedding directory. An online marketplace that helps connect wedding professionals and various other vendors with brides and grooms all over the world. Bridestory can also be interpreted as an online portal community of various wedding vendors that aims to help and inspire the bride and groom to be able to easily and quickly find the right vendor for the wedding day of the bride and groom.

Kevin Mintaraga, founder of a startup company called Bridestory, was founded in 2014 and began expanding overseas in 2015. At present, there are already more than 20,000 vendors from 60 countries in Southeast Asia, Australia, India and America, as well as a team which is

available in three countries, namely Indonesia, Singapore and the Philippines.

Besides through the website, in 2016 Bridestory developed itself by releasing the Bridestory and Bridestory Pro applications on Android and iOS, where the Bridestory application is intended for couples who want to find various inspirations and marriage vendors easily directly through their smartphones, while Bridestory Pro intended for vendors who are members of Bridestory to manage the vendor profile of these vendors and also makes it easier for them to communicate with their customers.

The main value given by Bridestory is to provide convenience and very complete information. In addition to various domestic banks, Bridestory together with Blibli also provides Bridestory Pay to facilitate prospective brides in paying the services of vendors incorporated in Bridestory. In communicating with the target audience, Bridestory uses social media, applications and also websites. Bridestory is actively updating accounts and social media feeds, as well as actively responding to and responding to questions, comments and suggestions from online audiences on Instagram and Facebook.

Another approach taken by Bridestory, besides being active on social media, is also by providing various promotions. These promotions can be in the form of discounts, coupons, to cashback. Bridestory is also diligent in making various annual events such as Bridestory Day, Bridestory Fair and Bridestory Market. The three events are intended so that the bride and groom can see and interact directly with Bridestory and various other vendor choices.

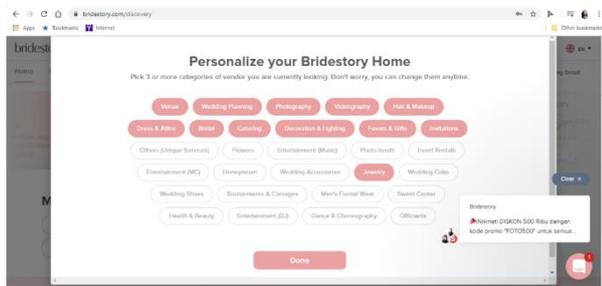


Figure 3 Bridestory Web Site

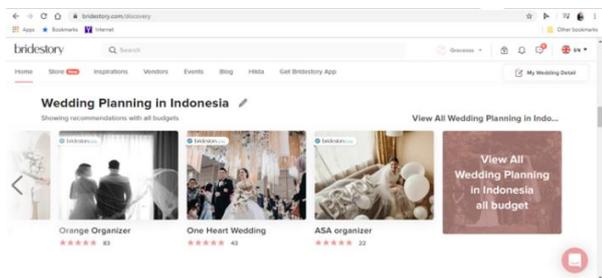


Figure 4 Bridestory Web Page

2.2.2. Research Results

The results obtained by researchers by sampling from 80 respondents to brides proved that Bridestory brand

awareness has a positive and significant influence on consumer interest using a Wedding organizer. The results of the researchers get from the results of data analysis using the validity test, reliability test, normality test, regression analysis, especially in the correlation coefficient test which is the result of this test as a determinant of the relationship between brand awareness and consumer interest, and hypothesis test results as deciding whether there is a significant and positive influence of brand.

In each regression, there must be a correlation, which is why correlation has a close relationship with regression. However, correlation is not always continued with regression, performed regression analyses if the correlation between the two variables has a causal relationship, or it could be said to be a functional relationship. From the analysis of the simple correlation between brand awareness and consumer interest, it can be demonstrated from a meaningful relationship between brand awareness and consumer interest.

From the data obtained from 80 respondents showed that the result of a correlation test between brand awareness and consumer interest received positive and significant results, meaning that each existing variable determines the path that is unidirectional and follows each other, as if the X variable gets a value of 0,646 then the value of the Y variable will also get the same value. Pearson Correlation 's value of 0,646 indicates that there is a strong connection between the X variable and the Y variable.

The T-test is useful for whether or not there is a significant influence over the non-binding variables (consumer interest). In this study, researchers used T-tests to test which hypothesis to take. According to Sugiyono [12] The basis of decision making with a confidence level of 95% (alpha = 5%) as follows:

- a. When Sig > 0.05 then H₀ received h₁ rejected.
- b. If Sig < 0.05 then H₀ rejected H₁ received.

From the data obtained from 80 respondents showed the results of the Sig = 0.000 < 0.05 then H₀ rejected in this study. This shows that the brand awareness (X) variable against consumer interest variables (Y) using a wedding organizer through Bridestory has a significant influence.

Based on the results of the research, it was found that there is a strong link between the brand awareness Bridestory towards consumer interest using Wedding Organizer, shown from Pearson correlation results of 0.646. Then, brand awareness also has a significant impact on consumer interest with the results of SIG 0.00, which means below Alpha 5% or 0.05. It can also be interpreted that consumer interest will increase if brand awareness is improved. With these results, it can be concluded that the importance of the brand awareness variable in influencing the buying interest of consumers using the wedding organizer.

3. CONCLUSION

Based on the above test results can be known that the millennials are familiar with the online wedding

marketplace, especially in Indonesia. Social Media is how millennials know Bridestory. Bridestory itself has reached brand awareness at the top of mind, which means that Bridestory is at the top of the minds of the millennials who are preparing their wedding party. And it affects consumer interest in using the services of a wedding organizer.

Based on the existing test results, there is an influence between the brand awareness (X) variable consisting of unaware of Brand (not recognizing brands), brand recognition, brand recall (brand recollection) and top of mind for consumer interest variables (Y) that consist of transactional interest, referential interests, preferential interests, and explorative interests.

Based on conclusions gained, researchers suggest that Bridestory maintain or even improve its quality in terms of service, ease of access to the Web or its applications, and also make innovations that make it easier for brides to prepare for their wedding party.

Researchers also suggested furthering researchers who want to discuss similar materials to better develop the discussion material that researchers make and hope that this research can be a source of reference for further researchers who also want to discuss related to the influence of brand awareness of Bridestory towards consumer interest using Wedding organizer.

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