

The Effect Of Service And Innovation On Brand Equity And Its Impact On Loyalty Of Tvri (Indonesian National Tv Station) Aceh Selection Banda Aceh, Indonesia

Andria Sabarino, Jasman J. Ma'ruf, Sorayanti Utami, Murkhana, Muslim A Djalil

Abstract: This study aims to find out, describe the conditions of service, innovation, brand equity & viewer loyalty, analyze the effect of service for equity brands, analyze the impact of innovation on brand equity, analyze the effect of service on the loyalty of partners, analyze the influence of innovation on audience loyalty, analyze the influence of brand equity towards audience loyalty and, analyzing the indirect effects of service and innovation on audience loyalty through TVRI ACEH brand equity. The subject of this research is service & innovation, brand equity and audience loyalty. This study illustrates that service, brand equity & audience loyalty has been running well, service has an effect on the added value of a service or product, innovation has an effect on audience loyalty. The results of this study also prove that innovation is sensitive to audience loyalty & has an indirect impact on service, innovation for the loyalty of viewers with brand equity.

Keywords: Service, Innovation, Brand Equity, Loyalty, Selection

INTRODUCTION

Along with the development of communication and information technology today is very influential on diverse media such as television, telephone, radio, internet and satellite. This also affects the flow of information distributed throughout the world, not only limited to economic, political, social or cultural information, information that contains elements of entertainment is also included in it. Media that play a role in the delivery of information flows and / or provide information into a means of education and entertainment are classified into the mass media namely print and electronic media. Based on the observations of writers in the 90s in the new Province of Aceh, there was only one local television station, namely Aceh TVRI, which on February 18, 1993 was an attempt by the central government through the information department so that the Acehnese could obtain educating information and entertainment. The presence of TVRI in the community is believed to be able to provide entertainment and information that is more local and has a fairly high number of viewers. But now as its development continues the emergence of private television both nationally and locally including Aceh TV, Kompas TV Aceh, I News TV Aceh, Metro TV Aceh and Trans TV Aceh also encourage national and local TVRI viewers to descend. Based on data from Roy Morgan Single Source Indonesia in June 2014 Viewers who watched National TVRI broadcasts all day only only 5 percent share National TV (Indonesia Media Guide: 57). While viewer data based on National TVRI Research and Development Center which was quoted from Ac Nielsen from January to September 2016, viewers who watched TVRI totaled 164,301 people.

The data shows that viewers who watch TVRI are very small compared to a number of other TVs. Of course this also affects 29 TVRI Regional Stations because now viewers already have many choices. In Aceh Province itself when the writer tried to confirm the number of viewers, TVRI Aceh had never conducted a survey on the number of viewers. However, if referring to the decreasing number of national viewers, the number of TVRI Aceh viewers also decreased because the operational standard of TVRI Aceh refers to the National TVRI SOP. Audience loyalty is formed through royal and loyal consumer behavior. So that if a viewer is satisfied with a TV show, he will become a loyal viewer and will even give a real contribution through following the message desired by some information. So along with the era of globalization, TVRI Aceh is now starting to improve both the presentation of broadcast programs and equipment. This is done so that the loyal viewers of TVRI both nationally and Acehnese continue to make TVRI a TV channel that is close to the family and educates. Of course the innovations that were presented were not as sophisticated as private TV but had the advantage of boosting the number of TV viewers. TVRI Aceh since 2015 has used a number of computerized system editing equipment, direct reports of reporters using satellite and internet networks to bring the fastest information. The Aceh Regional Government also leases satellites for the broadcast of Aceh TVRI broadcasts to all of Indonesia, Aceh and parts of Southeast Asia. Broadcasting via streaming on websites and smartphones is also designed to make it easier for viewers to watch TVRI Aceh broadcasts. Brand equity from TVRI Aceh television broadcast by the people of Aceh itself, so that the existence of this television station has not become one of the pride for the people of Aceh as one of the media that can provide information and also as a means of entertainment for the people of Aceh. The low television brand equity of TVRI is caused by the lack of fulfillment of the needs realized by TVRI institutions, especially services in presenting information and actual news that are needed by the community and the low innovation carried out by all TVRI employees in presenting or displaying programs which are

- *Andria Sabarino, Jasman J. Ma'ruf, Sorayanti Utami, Murkhana, Muslim A Djalil*
- *Magister Management Program, Faculty of Economics and Business,*
- *University of Syiah Kuala, Banda Aceh, Indonesia*
- *Corresponding Author: yanti_ut@yahoo.co.id*

certainly more weighty than broadcasts from national private television. The results of research conducted by Kai Chieh Hu* and Mei Chieh Huang, (2011) proved that good service quality and innovation carried out by the company will have an impact on customer satisfaction and loyalty on cargo services at the airport. This indicates that the existence of a good fulfillment of consumer needs and innovation will provide consumer enjoyment and loyalty. Then the research conducted by Bambang Hermawan, Salim Basalamah, Asdar Djamereng, Annas Plyriadi, (2017) states that the quality of service and innovation carried out by the company has an influence on increasing customer satisfaction and giving an impact on increasing consumer loyalty to telecommunications companies. Based on this phenomenon, it indicates that adequate service quality and innovation will be one of the strengths for TVRI Aceh to attract a growing number of viewers, this shows that with service and innovation will make TVRI Aceh have an adequate number of viewers and high loyalty to always follow the broadcast aired by the television station. Therefore, the quality of service to viewers must be one of the focuses for TVRI to increase its brand equity in the eyes of viewers. In addition, innovations that are carried out continuously, especially innovation on quality broadcasts, will become one of the determinants of TVRI remains one of the choices for society.

LITERATURE REVIEW

Service

Zeithaml, Berry & Parasuraman (2010: 10) can be explained that meeting the needs is the extent to which there are differences in services that consumers felt about their services. "The dreams of consumers who are generally similar to services such as what the company should give to consumer. The expectations of these customers are based on word of mouth, personal needs, past experience, and external communication (advertisements and various other forms of corporate promotion). According to Parasuraman, Zeithaml, Berry (2010: 31), the overall inhibiting factors in the service above can be used as a basis for managers to improve or repair services in order to reduce and even eliminate the gap that occurs between the company and customers. After the consumer makes a purchase decision or receives services, the customer will step into the service phase. Then according to Christopher Lovelock, Jochen Wirtz and Jack Mussry (2007: 52) service means a series of service interaction contacts which usually includes a series of contact service companies that have been selected. Providing maximum service is certainly a necessity for a company or institution. According to David W Cravens (1996: 22) Service is an important product strategy even though it is sometimes overlooked. In fact service provides effective services coordination with various functions so as to achieve a high level of customer satisfaction Kotler (2002: 83) service is any activity or outcome what has been carried out is shown by a company to consumers who generally cannot be seen and cannot become any ownership. Services are activities, actions or performance that are not visible. The word 'service' itself has many meanings, ranging from personal service (personal service) to services as a product. The definition of services has

been widely stated by experts. According to Kotler and Armstrong (2012: 8) "Services are all activities or benefits offered for sale by a party that is essentially intangible and does not produce ownership or anything"

Innovation

Renewal part of the most important effort in current world transactions. Today the renewal is very high in the field of technology caused, through the use of technology affects the speed of a person when producing very new goods. Updates can also link to a number of things including culture, & economics, and others. Renewal is a creative step that has never been done or known before. The renewal was successfully made with a number of people who within themselves had renewal in their hearts. Someone who has the nature of renewal generally can solve things that are running & will produce something new & different. For example in the world of television broadcasting today, where the world of broadcasting is increasingly sophisticated with live broadcasts from various broadcasting locations and images from increasingly sophisticated media, unlike in the past only black and white, this was inseparable from the innovations created by television people in order to create satisfaction and loyalty of television viewers. According to Clark's opinion, John and Ken Guy (2014: 77), what is meant by Innovation is the renewal of a resource that already exists before. Or innovation may also be disrupted as a renewal of existing resources, and can be about nature, energy, economy, labor, the use of technology and others. While the notion of innovation in the opinion of Robbins, (2012: 176), innovation as a new idea is applied to realize the initial plan or improve an item or process & service.

Brand Equity

A company in carrying out its business requires a brand identity. Therefore Brand Equity according to David W Cavens (1998: 20) is a collection of assets that are valued in brands & debts that are connected through a brand, name and symbol, added to or subtracted from the values given in a product or service for a company and / or corporate consumers. Of course a set of assets & brand trustworthiness is the excess meaning that is placed on an item and service, this is explained by Kotler & Keller (2014: 263). A set of trustworthy assets can see when consumers assume, are aware, and move in relation to brands & prices, the business environment and the benefits given to the company. Aaker A (2014: 163) defines a set of assets & brand trustworthiness is a set of assets & necessities that relate through assets or names & symbols that add or are valued in an item or service for a company or consumer. Brand equity or brand equity is the strength of a brand. Through strong brands, companies can manage their assets well, increase cash flow, expand market share, set premium prices, reduce promotional costs, increase sales, maintain stability, and increase competitive advantage. Based on the consumer perspective, brand equity is a form of response or response from consumers to a brand.

Loyalty

Loyalty is a consumer commitment that is held in depth to buy or support a product or service that is referred in the future, even though the influence of the situation and

marketing efforts has the potential to cause customers to switch according to Kotler and Keller (2014: 138). Psychological commitment to the same particular brand repeatedly (can be because it is only the only brand available, the cheapest brand) based on Fandy Tiptono (2014: 392). This is affirmed according to Griffin (2010: 04) loyalty is a consumer is associated loyal or loyal if the consumer shows buying behavior regularly or there is a condition that requires consumers to buy at least twice in a certain time. Loyalty can be interpreted as loyalty, that is one's loyalty to an obey. Loyalty describes the customer's willingness to use goods or services repeatedly and exclusively, and voluntarily recommends the product or service to other consumers (Lovelock and Wright, 2013). Customer loyalty to the company will greatly help the company to survive in business competition (Leverin and Liljander, 2006). Loyalty cannot appear in a short time. Companies must be able to consistently maintain customer satisfaction in the long run. Having loyal customers will certainly be very beneficial for the company (Eisingerich and Bell, 2006). Loyalty is the customer's commitment to persist deeply to re-subscribe or to re-purchase products or services consistently selected in the future, despite the influence of the situation and marketing efforts as well as the potential to cause behavior change. A loyal customer has specific prejudices about what to buy and from whom. In addition to the representativeness of the place of a certain time series & provide provisions that the activities

carried out at the time of purchase have been done at least 2 times (Griffin, 2013).

RESEARCH METHODS

The data collecting technique used is questionnaire which was distributed to the employees of TVRI in Banda Aceh. The object of research is to meet the need of TV viewers, innovation, brand equity and loyalty. The research employs Structural Equation Model (SEM) with Amos software in processing and analyzing of collected data. The reliability contained in SEM applications which is the ability to confirm the viewpoints of a design or activity is very commonly used for management science and reliability to weigh the impact of a correlation that has been examined before (Ferdinand, 2012: 5).

RESULTS AND DISCUSSIONS

The next stage of the study is the analysis of Structural Equation Model (SEM) which is translated in full in other words as a whole, then the translation will be carried out by means of uni dimensionality through the regulating parameters of the potential factors studied between measured variables and representing a number of factors. When analyzing a data processing in the full part of the SEM model it is carried out through equality testing & statistical tests. Based on the output of data processing using SEM Equation, it can be formulated the full model as shown on figure 1 below.

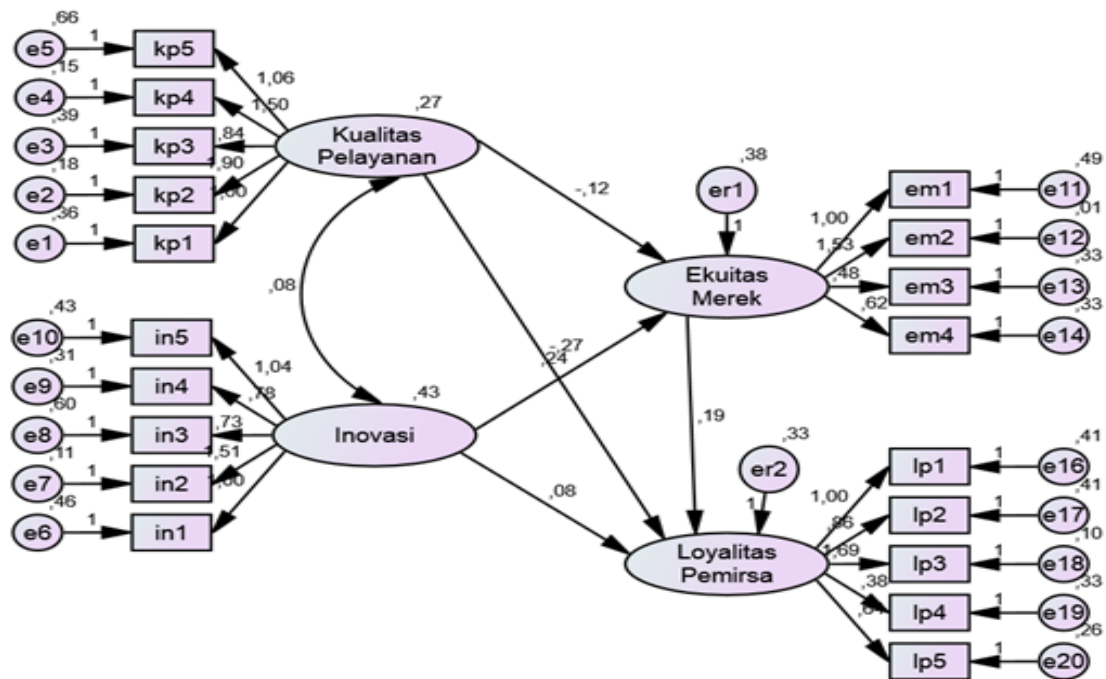


Figure 1: Full Model of SEM Equation

Source: Processing Data Ouput. 2018

Notes:

Kualitas Pelayanan	: Quality of Service
Inovasi	: Inovation
Ekuitas Merek	: Brand Equity
Loyalitas Pemirsa	: Audience's Loyalty

Effect of Service Quality on Brand Equity

In order to get a value for a study, it will have an impact on the amount of fulfillment of needs for brand equity, which has pushed a certain number of deviation ratios from an average value of 4.086 & through the average opportunity that will occur as much as 0,000. The amount of the above value obtained is already in the category for acceptances H2, which is the number of ratios valued at 4.086 which is higher than 1.97 & the average is 0.05. So this makes the fulfillment of needs for TVRI Aceh give influence to the brand equity of TVRI Aceh in the minds of the viewers.

Effect of Innovation on Brand Equity

Gain the value of a study whose consequences on innovation for brand equity have driven the number of ratios worth 4.086 & through an average opportunity of 0,000. The above number has been stated in the category for H3 acceptances, which is an average opportunity value of 4.086 higher than 1.97 & an average opportunity lower than 0.05. So we can give an assumption to TVRI Aceh that fulfilling needs viewers greatly impact TVRI ACEH's brand equity in the minds of the viewers.

Effect of Brand Equity on Audience Loyalty

In order to get value for a research result there is certainly a correlation of brand equity with viewer loyalty, has pushed the average number of opportunities to be 4,202 & an average of 0,000. Of course the two results of the above numbers are obtained through the provisions and categories for accepting H4, which is the total ratio of 4.202 which is higher than 1.97 & the average is 0.05. Then we can give an assumption if brand equity also has an opportunity to influence viewer loyalty on TVRI Aceh.

Effect of Service Quality on Audience Loyalty

In order to obtain a value for the study, there is certainly a correlation of the amount of fulfillment of needs for viewership loyalty, pushing the average opportunity number of 4,007 & through an average of 0,000. The amount of the above value is obtained through the terms and categories for acceptances H4 is the average probability number of 4,007 which is higher than 1.97 & the lower average opportunity is 0.05. Then it can be assumed that fulfillment of needs certainly has an influence on audience loyalty on TVRI Aceh.

The Influence of Innovation on Audience Loyalty

Gain the value of a study as a consequence of meeting the needs of viewers fidelity encourages an average ratio of 4,614 & as well as through an average opportunity of 0,000. The figure above is obtained through the category & conditions for acceptances H5 is the average probability number of 4.614 higher than 1.97 & the average opportunity is 0.05. So it can be assumed that the innovations made by TVRI Aceh have an influence on increasing the audience's loyalty, especially in providing many program choices that viewers can enjoy.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. There is an influence of service quality on TVRI Aceh brand equity. So this thesis test indicates that meeting the needs of viewers given by TVRI Aceh can give an influence in increasing brand equity in the minds of viewers.
2. There is an influence of innovation on TVRI Aceh brand equity. The results of this study imply that the more innovations made by TVRI Aceh, will further increase brand equity towards TVRI Aceh.
3. There is a fulfillment effect on the loyalty of TVRI Aceh viewers. This assessment decision implies that the quality of services provided by TVRI Aceh will have an impact on audience loyalty.
4. There is an influence of innovation on the loyalty of TVRI Aceh viewers. The results of this study imply that with more and more innovations will have an effect on increasing the loyalty of viewers.
5. Then there is the influence of brand equity on the loyalty of TVRI Aceh viewers. The results of this study imply that the increase in brand equity in the minds of viewers will further increase the audience's loyalty on TVRI Aceh.
6. There are imprecise consequences of service quality for viewer loyalty through TVRI Aceh brand equity. The results of the study imply that service quality will have an impact on increasing audience loyalty through TVRI Aceh brand equity.
7. There is an indirect influence of innovation on audience loyalty through TVRI Aceh brand equity. The results of the study imply that new innovations will have an impact on increasing the loyalty of TVRI Aceh's viewers.

Recommendations

1. In order to increase brand equity and viewer loyalty based on service quality variables, what needs to be considered is by improving the quality of Aceh TVRI broadcasts so that they are easily accessed and accepted by the public wherever and whenever.
2. Increased audience loyalty based on innovation variables, then what must be considered is that TVRI Aceh broadcasts can be enjoyed through smartphones with high definition image quality (HD) and clear sound quality.
3. To increase brand equity, what needs to be concerned is that the TVRI logo is widely known by viewers, so that it becomes more value for viewers.
4. In order to increase member loyalty, the bank must be able to provide recommendations to pemirsan to invite family members and friends to use watching TVRI Aceh.

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