THE ROLE OF PROMOTION IN IMPROVING BRAND IDENTITY TO ATTRACT STUDENTS ENTHUSIASTS

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ABSTRACT

This study aims to explore the role played by promotion in improving brand identity with the aim of attracting students who want to join Cirebon Football School. The population of this study includes students who are interested in joining the school, with a total sample size of 200 respondents. Sampling was done through purposive sampling technique using a questionnaire as a tool. The research method used is quantitative with data analysis using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results showed that promotion and brand identity have a positive and significant influence on student interest in joining. This happens because students or potential customers at Cirebon Football School tend to trust and be more interested in a company that has a strong and positive brand identity. Therefore, it is recommended that companies in soccer schools increase promotional efforts and develop various types of promotions to strengthen their brand identity, so as to increase student interest in registering and joining.

Introduction.

Indonesia is a country famous for its soccer. Football is a game played by two teams in a competition (Pradiksa & Prianto, 2022). Football is also one of the sports activities that are very popular with the public. Therefore, it is mentioned that soccer is a simple beautiful game (Putra et al., 2024). In Southeast Asia alone Indonesia is ranked 7th out of 11 countries in the FIFA competition.
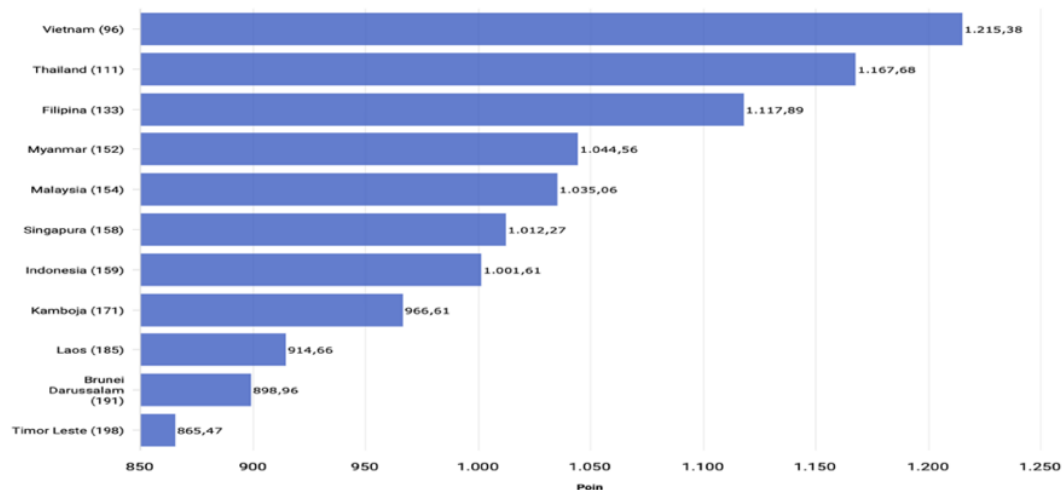
Figure 1. Indonesia Football Ranking in ASEAN 2022.

The data above is the ranking of one sport, namely soccer in Southeast Asia in 2022. Where according to data from the World Football Federation (FIFA), Indonesia's ranking is still far below Vietnam. Indonesian football is only able to rank 159th in the world or 7th in Southeast Asia.

The development of sports, especially football, depends on football as a source of profit (Leonardo et al., 2022). The development of football in Indonesia itself is currently quite rapid, especially in the Cirebon area of West Java. this is evidenced by the number of soccer schools that have been established. Soccer school or often referred to as SSB is an educational institution to train a person's skills or abilities outside of formal education. Education is also very important for a person to have life skills and is expected to be a ladder to aspire to be independent (Dzakkiyuddin et al., 2020). Soccer school (SSB) is a sports organization that is devoted to soccer and has a function to develop the potential of students or athletes (Putra et al., 2024). For Indonesia itself as a country that has a fairly high development of soccer, the existence of this soccer school plays a very important role because it can be a solution to reduce existing problems, therefore, with the existence of a soccer school (SSB) being able to prepare competent seeds for the future (Alvian & Syafi'i, 2021). Because in this soccer school they will be guided, trained and educated intensively in order to make individuals who are competent and have value in the world of soccer. Not only that, the existence of this soccer school also makes it very easy for a club to select new players so that they can become the next regeneration.

In Indonesia, especially in the city of Cirebon itself, the existence of a soccer school is one of the positive things and quite a lot of interest. This is evidenced by the number of soccer schools in the city of Cirebon, such as SSB Cirebon United, Persada Cirebon and Pilang Raya Cirebon, SSB Nasa Cirebon, SSB INDOCEMENT Cirebon, SSB Zakat Center Cirebon and the last SBB Birunna Cirebon. These soccer schools are very well known among the community because of the existence and achievements that are always obtained from developing the world of soccer. Therefore, the large number of enthusiasts in soccer schools encourages soccer school owners to improve the quality to be better and improve brand identity in soccer schools.

Tabel 1. Data SSB Kota Cirebon.

SSB Name	Number of Students in 2022	Number of Students in 2023
Cirebon United	76	100
Persada Cirebon	28	43
Pilang Raya Cirebon	20	32
NASA Cirebon	25	42
INDOCEMENT Cirebon	16	32
Zakat Center Cirebon	21	44
Birruna Cirebon	47	66

The data above are the names of soccer school clubs and the number of SSB students in Cirebon City and SSB in Cirebon Regency in 2022 to 2023. From this data it can be seen that every year soccer schools in Cirebon City and Cirebon Regency always experience an increase in the number of students. This is due to promotional activities carried out by the soccer school so that its reach is even wider.

Promotion is a form of marketing communication, what is meant by marketing communication is marketing activities that try to disseminate information, influence or persuade, and remind the target market of companies and their products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Mappesona Henry et al., 2020). Promotion is one of the important marketing activities for companies that aim to maintain the survival of the company and improve the quality of sales, so as to increase the company's marketing activities in marketing its goods or services.

Promotion is an activity carried out by a company to encourage consumers to buy or be interested in making a transaction by providing incentives (Curatman et al., 2021). Regardless of the quality of the product, if consumers have never heard of it and are not sure whether the product is useful for them, then they will never buy it (Supardin et al., 2022)

The brand identity of a company must be managed directly by the company because it involves the company's image and reputation (Krissanya & Widyaningsih, 2023). Brand identity was originally formed at the business level which is very important to be recognized and accepted by customers (Fan et al., 2023). Brand identity is an important role in addition to being the identity of a product, service, or identity of a company, but also serves as a benchmark for the overall strategic program of a company, through brand identity it can build consumer relationships with brands that are built (Mao et al., 2020).

The brand identity itself has a strategic tool and is managed directly by the company, it is useful for increasing recognition, brand value and customer loyalty and making a difference with competitors, with it producing good consumers and loyal to the products offered (Arianty et al., 2022). The existence of a brand identity also reflects a company that has ideas and values in a company. However, if the company develops, it will adjust through the interactions created in the brand ecosystem (Andersen et al., 2023).

Some researchers also mention brand identity as a rebranding of a product so that consumers have a high trust attitude towards the brand itself (Sutrisno et al., 2023). Therefore, through brand identity, it can build a relationship between customers and a brand and can develop and structure brand identities that build useful relationships. From the promotion and creation of brand identity, there will be buying interest.

Purchase interest is a person's behavior or response that arises towards an object and leads to the desire to buy it (Aditi et al., 2022). Purchase interest can also be interpreted as a person's behavior that occurs due to stimulation by external factors in accordance with the characteristics of that person to the decision-making process. Basically Aditi et al (2022) explain buying interest as an integration process that combines knowledge in order to be able

to assess and evaluate several alternative behaviors and be able to choose one of them. Basically, every product needed and plans to have a product are also included as buying interest (Agustin & Santoso, 2023). Not only that, choosing from one or more alternative choices is also said to be buying interest (Najmudin & Syihabudin, 2022). Many have examined this variable but are associated with companies or other objects. While this research has the advantage of this research is that it is still rare to examine the research variables associated with soccer schools.

Literature Review.
Promotion.

Promotion according to Listyowati & Irmawati (2024), states that sales promotion is a variety of activities carried out by companies that emphasize the features of their products to persuade target consumers to buy these products. The existence of promotion itself is quite important for a company, because with promotion the company is able to introduce its products with a wider range. Promotion must be two-way so that it becomes a conversation that is in line with the company's position that is getting closer to its customers (Philip Kotler, 2023). Promotion is also carried out as a marketing communication whose purpose is to disseminate information and influence the target market to be willing to accept, buy, and be loyal to the products offered by the company. Some companies also usually use promotional methods to attract and retain consumers (Kristia et al., 2023).

Promotion indicators according to Kotler and Keller (Hilda, 2021). namely the range of promotions, quality of promotions, quantity of promotions, timing of promotions, accuracy of promotional targets. Promotion The role of promotion in a company is very important as a strategy to provide information in creating buying interest in consumers. This is reinforced by (Hasan & Padmantyo, 2023) which states that promotion has a significant influence on buying interest (Listyowati & Irmawati, 2024; Octavianto & Wardani, 2023).

H_1: Promotion has a direct effect on Purchase Intention.

Brand Identity.

Based on its value, the brand has a function in distinguishing goods and services in the company (Alvarado-Karste & Guzmán, 2020). One of the strategies for the success of a company to maximize the promotion process is to create a good enough brand identity. Companies that have a good enough brand identity will be easily recognized by the public as explained that Brand Identity is a message given by the brand by means of the name of the product display form, symbols, advertisements that aim to form a unique brand identity. Brand Identity is the profile of the brand. Brand identity is also a visual component owned by a brand that includes logos, typography, colors, packaging and messaging, Investopedia (Alfathehah, 2023). Brand Identity includes logo, brand story, tagline. This is in line with research Kristal et al (2020) and Kusi et al (2021).

H_2: Brand Identity has a direct effect on Purchase Intention.

Purchase Intention.

Purchase Interest is the behavior or desire of a consumer to get a product offered (Octavianto & Wardani, 2023). Meanwhile Yosi Pahala et al (2021) explain that purchase interest is an example of a person's attitude towards commodity objects where it is very suitable for measuring attitudes, services and beliefs about certain products. Indicators of buying interest, namely transactional interest, referential interest, preferential interest, exploratory interest. The occurrence of buying interest is due to a sense of consumer interest in a good for a service which is influenced by the attitude that exists within the consumer himself.

Purchase interest is part of consumer behavior or the tendency to consume a product or service so that a person is able to act before the decision to buy is actually made (Aditi et al., 2023). Purchase interest is often referred to as the stage where a person or consumer makes his choice. At the stage when consumers pay attention, choose and find out about the product, this can be said to be buying interest (Puspitasari, 2023). There are also several factors that influence buying interest, namely product quality, trust and learning (Aulia & Barkah, 2024).

Method.

The research method is a series of activities to find out the truth with a thought, hypothesis to the conclusion (Syahza & Riau, 2021). The method used in this research is quantitative method. Quantitative research methods are scientific research that is structured and has a phenomenon with a relationship (Hafni Sahir, 2022). The purpose of this quantitative research is to develop theories and hypotheses related to the phenomenon (Pandiangan, 2022). The sampling technique used Purposive Sampling with questionnaire tools. In this study using the Hair formula, this formula is used to determine the population that is not certain. So it can be suggested with a sample size of 5-10 multiplied by the indicator variable. The number of indicators is 20 then (20 x 10 = 200). So, the population taken in this study were all students (consumers) and all soccer school players (SSB) in Cirebon with a sample of 200 soccer school players (SSB).

In processing the data that is carried out more effectively, the calculations use analysis with Structural Equation Modeling - Partial Least Square (SEM-PLS) which includes statistical procedures for testing causal, functional, measurement hypotheses. In addition, PLS SEM makes it possible in this study to estimate a very complex model with many constructs and indicators on variables (Sarstedt et al., 2021).

Result and Discussion.
Research Result.
Respondent Demographics.

Respondent demographics are used to determine an overview of respondents' answers based on the results of distributing questionnaires on indicators in each variable. The following is attached data on the demographic characteristics of respondents in this study. This data is displayed with the aim of knowing the demographic background of the respondents. The categories of respondent characteristics from this data are gender and age.

The profile of research respondents can be seen in Table 2 below:

Table 2. Respondent Demographics.

Category	Description	Total	Percent (%)
Gender	Male	145	72,5%
	Female	55	27,5%
Age	≤ 20 years	108	54%
	20 – 30 years	90	45%
	≥ 30 years	2	1%

Source: primary data processed, 2024.

Table 2 shows that the perpetrators at the Soccer School (SSB) are dominated by male gender as much as 72.5% who are under 20 years old and have carried out activities at the soccer school (SSB). This is because in general, Soccer Schools (SSB) are favored by men.

Validity and Reliability Test.

This validity analysis is carried out to describe the relationship between indicators and latent variables. At this stage it is used to determine the validity and reliability of connecting indicators with latent variables. The test results are as follows:

Table 3. Convergent validity.

Construct	Measurement Item	Loading	AVE
Promotion (P)	P1	0,721	0,587
	P2	0,828	
	P3	0,774	
	P4	0,693	
	P5	0,810	
	P6	0,769	
	P7	0,721	
	P8	0,712	
	P9	0,738	
	P10	0,734	
	P11	0,825	
	P12	0,779	
	P13	0,780	
	P14	0,826	
Brand Identity (BI)	BI1	0,851	0,737
	BI2	0,856	
	BI3	0,869	
Purchase Intention (M)	M1	0,782	0,645
	M2	0,788	
	M3	0,778	
	M4	0,865	
	M5	0,798	

Source: primary data processed, 2024.

From table 3 above, it can be seen that the Loading Factor value in this study produced for all statement items has a Loading Factor value> 0.05. Convergent validity is used to measure the magnitude of the correlation between constructs and latent variables.

Evaluation of the convergent validity of individual checks can be seen from the loading factor. Loading Factor describes the magnitude of the correlation between each measurement item (indicator) and its construct. In table 3 above, it can be seen that the Loading Factor value is > 0.05, so it can represent the construct to conduct research and the variable indicator is declared valid.

Table 4. Composite Reability.

Construct	Composite Reability
Promotion (P)	0,952
Brand Identity (BI)	0,894
Minat Beli (M)	0,901

Source: primary data processed, 2024.

To find out the reliability of research using SEM PLS Analysis, it is said to be reliable if the composite reliability value has a value of> 0.7. In table 3 it is said that the Composite reliability value shows> 0.7. So, all items on the variables displayed are reliable. Based on the results of Table 4, all construct indicators are reliable or meet the reliability test. So that the calculation results in table 3 for all statement items in this study are reliable.

Evaluation of Measurement Model (Iner Model - Structural Model).
From the results of the evaluation of the measurement model can be seen in Table 4 below, it shows that buying interest is partially influenced by 25% Brand identity. Meanwhile, buying interest partially shows that it has a partial effect on promotion by 60%.

Table 5. Total Effect.

	Purchase Intention
Brand Identity	0,250
Promotion	0,600

Source: primary data processed, 2024.

The structural model is evaluated using R-square (R^2) for the dependent construct with its independent constructs, with the criteria for limiting the value there are three classifications, namely 0.67; 0.33; and 0.19. From Table 6 below, there is an R-Square value of 0.636 or 63.6%, which means that the success of Purchase Intention can be explained simultaneously through Promotion and Brand Identity.

Table 6. R-Square Value.

	R Square
Purchase Intention	0,636

Source: primary data processed, 2024.

Goodness of Fit evaluates measurement and structural models as well as simple measurements for overall model prediction with the following criteria:
1.   Standardized Root Mean Square Residual (SRMR) The PLS model is declared to have met the fit model test criteria if the SRMR value is < 0.10 and the model is declared perfect if the SRMR value is < 0.08 (Ghozali and Latan, 2020: 78).
2.   Normal Fit Index (NFI) the score range is 0 to 1 where the closer to 1 the better the model is built.

It can be seen from table 6, the SRMR value is 0.054 < 0.1 and the NFI value is 0.833 (closer than 1) so it is concluded that the data has described the overall model or the model fits the data.

Table 7. Goodness of Fit (GoF).

	Saturated Model	**Estimated Model**
SRMR	0,054	0,054
NFI	0,833	0,833

Source: primary data processed, 2024.

The Structural Model of Path Diagram.
The path model is a diagram that is used to visually determine the hypotheses and variable relationships that are examined when SEM is run (Hair Jr et al., 2021).
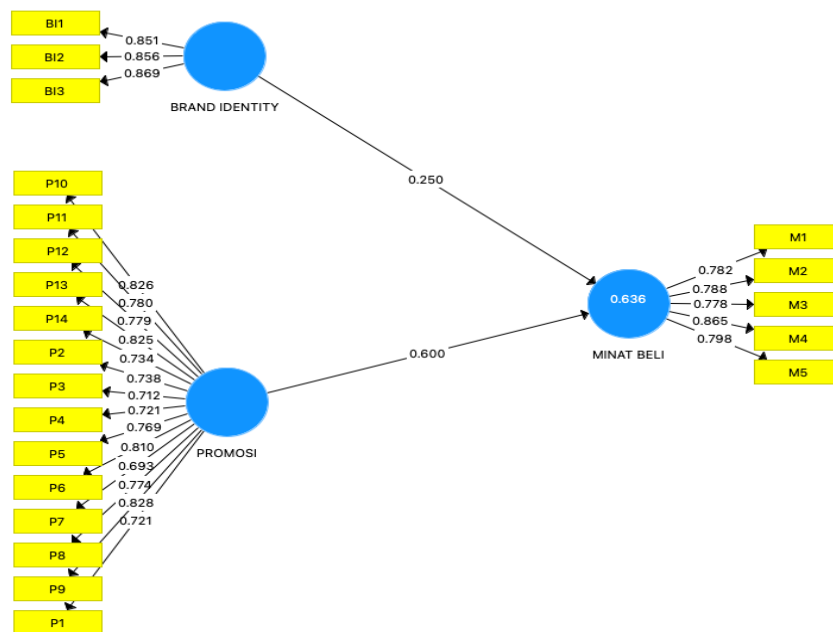

Figure 3. Evaluation of the Measurement Model
(Outer Model - Measurement Model).

Figure 3 above shows the results of the Outer Model (Measurement Model) that the Promotion variable has a direct effect on Purchase Intention. Meanwhile, it can be seen from the Brand Identity indicator, the activity on Promotion on the indicator (X2.9) results in high mediation. This means that the indicators on this variable have a high enough effect on strengthening Purchase Intention.

Hypothesis Test.
The research hypothesis is a powerful tool to show the right or wrong of the results by being free from values, opinions and testing them (Hafni Sahir, 2022). This research hypothesis is carried out in order to know something that is considered true but must be based on evidence of its truth.

Hypothesis testing results can be seen in the table below:

Table 7. Hypothesis Testing.

	H	T Statistics	Result
Brand Identity -> Purchase Intention	H1	2,637	Accepted
Promotion -> Purchase Intention	H2	6,573	Accepted

Source: primary data processed, 2024.

Based on calculations using bootstrapping, where the test results of the estimated coefficient of Brand Identity on Purchase Intention with a t value of 2.637 > 1.971 or and a p value of 0.009 < 0.05 so that H1 is accepted, which means that the direct effect of Brand Identity on Purchase Intention is statistically significant. Furthermore, the test results of the estimated coefficient of Promotion on Purchase Intention with a t value of 6.573 and a p value of 0.009 < 0.05 so that H2 is accepted.

Discussion.
Promotion has a direct effect on Purchase Intention.
Based on the hypothesis test, the T test results of the Promotion variable (X1) have a positive and significant effect on the Purchase Interest variable (Y). This shows that promotion can influence buying interest. Promotions carried out by SSB Cirebon can influence students to enroll in SSB. The impact of promotion itself is very large for a company, with the promotion of a company will be able to provide information to potential customers and with the promotion will provide encouragement to students and feel interested in deciding to join the SSB. This is in accordance with previous research conducted by (Curatman Aang et al., 2021) and (Suleman et al., n.d.).

Brand Identity has a direct effect on Purchase Intention.
Based on the hypothesis test T test results can be seen in table 7, the results show that the Brand Identity variable (X2) has a significant influence on the Purchase Intention variable (Y). This is evidenced by the t-statistic value obtained of 2.637 which means positive and significant or it can also be called Brand Identity has a close relationship with Purchase Intention. Brand Identity is an important part of a company. Because a good brand identity is able to create a consistent impression and has high professionalism. When a company is able to meet the needs and desires of customers with quality products and services offered, consumers will feel more confident in owning the company. In addition, being able to make a difference to other companies and with a strong brand identity, a company will be easier to recognize. This is in accordance with previous research conducted by Mao et al (2020) and Andersen et al (2023).

Conclusion.
Based on the research results, several conclusions can be drawn as follows: That promotion has a positive and significant effect on buying interest, which means that the stronger the promotion carried out by a soccer school company (SSB), the higher someone's interest in using a brand. The promotion carried out by the soccer school (SSB) is good enough and interesting so that it can attract students to use the brand itself. There is also a positive and significant influence between Brand Identity on Purchase Interest, which can be

concluded that the existence of brand identity can have a considerable effect on a company. Therefore, buying interest is influenced most dominantly by the influential variable, namely Promotion compared to Brand Identity. This is able to prove that Promotion is able to encourage student interest in the Soccer School (SSB). This study has several limitations, therefore based on the existing limitations, the suggestion for the Cirebon Football School is to further increase promotion in building brand identity to attract students to the Cirebon Football School and it is hoped that further research will have other companies as different objects and for future research to add different variables that may also affect and also provide a broader scope, as well as for future research to conduct continuous research in order to see any changes in respondent behavior over time.

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