

## CHAPTER 1

### INTRODUCTION

#### 1.1 Research Object

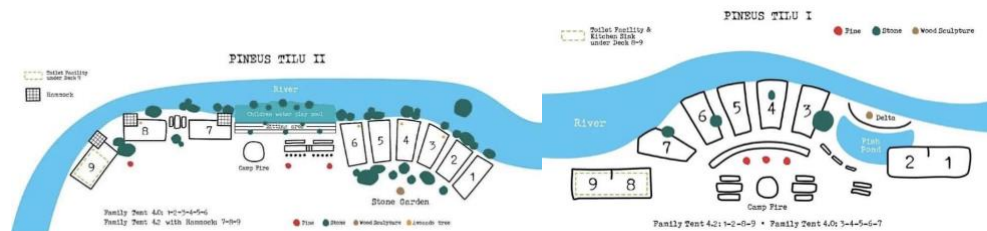
Pineus Tilu is a business that focuses on the hospitality or accommodation sector. Pineus Tilu was launched in July 2021. The owner and the founder of Pineus Tilu is an architect lecturer at ITB Bandung. Pineus Tilu is located at Rahong, Pangalengan. Pineus Tilu has a logo as shown in Figure 1.1 Below:



**Figure 1.1 Pineus Tilu Logo**

*Source:* (Pineus Tilu, 2021)

Pineus Tilu is known as a camping ground that has its own uniqueness which is, the location of the camping ground is on the river side of Palayangan river with aesthetic design. Pineus Tilu has really nice views and has a beautiful atmosphere that is a perfect place for a family or group of friends because Pineus Tilu is located inside a pine forest. Figure 1.2 below is shown the floorplan at Pineus Tilu.



**Figure 1.2 Pineus Tilu Floorplan**

*Source:* (Pineus Tilu, 2021)

Pineus Tilu can accommodate for around 108 people with 18 tents. At the beginning of first launching in July, Pineus Tilu only had 9 tents until mid of October they launched the second side of Pineus Tilu that was called Pineus Tilu II due to high demand from customers who want to stay at Pineus Tilu. Figure 1.3 shown the facilities at Pineus Tilu.



**Figure 1.3 Pineus Tilu Facilities**

Source: (Pineus Tilu, 2021)

Pineus Tilu Riverside Campground provides many facilities for their customers from tents that have been provided by Pineus Tilu, pillow and cushion seat, sleeping bag and foam mattress, power outlet, lamp inside the tent, private dining table, private bbq grill, and many more.

### 1.1.1 Location



**Figure 1.4 Pineus Tilu Location**

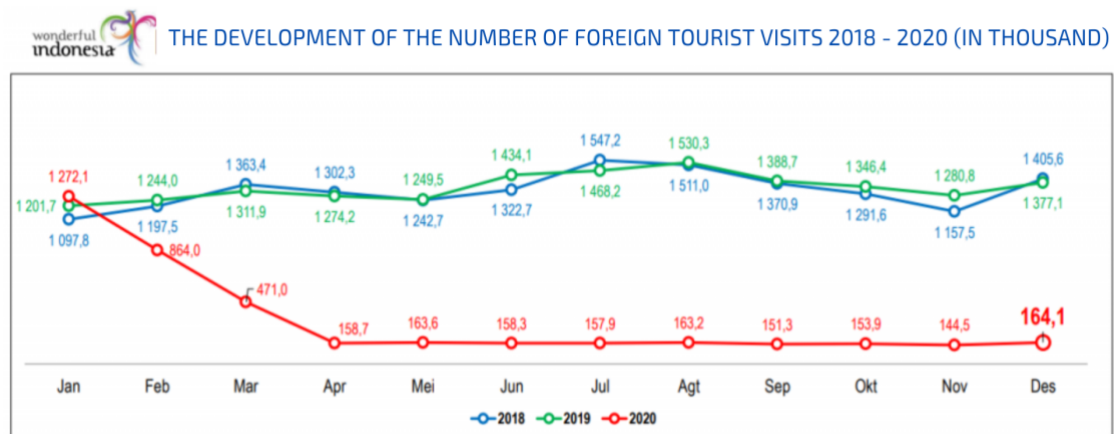
Source: (Google Maps, 2021)

Pineus Tilu is located at Rahong Pine Forest Pulosari, Kec. Pangalengan, Bandung, Jawa Barat 40378, Indonesia.

## 1.2 Research Background

The tourism or hospitality industry in Indonesia has a lot of potential, given that Indonesia has a lot of natural beauty, cultural diversity, and distinctiveness, among other things. All potential This is a capital asset in the tourism business, and its long-term viability is assured. It is fair to say that the hospitality and tourism industries in Indonesia have grown significantly in recent years. This is evidenced by the rising number of tourists visiting Indonesia and the expansion of the tourism industry, which includes an increase in the number of hotels in the country. Indeed, Jakarta, Yogyakarta, and Bali have become national tourism barometers, but many other regions in Indonesia, including North Sulawesi with its Wakatobi, Papua with Raja

Ampat, Bandung with its surrounding areas like Ciwidey and Pangalengan, Surabaya, and several other areas, have seen significant growth in tourism.



**Figure 1.5 Number of Tourist 2018-2020**

Source: (Statistik, 2021)

Tourism is one of the sectors most affected by the COVID-19 pandemic. Retrieved from (Statistik, 2021), there was a significant decrease in the number of tourists, both local and foreign tourists. Total foreign tourist visits to Indonesia in 2020 amounted to 4.02 million visits. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. Based on nationality, there are 5 countries that visited Indonesia the most in 2020, namely Timor Leste, Malaysia, Singapore, Australia, and China. Most of these countries are neighboring countries, except China.

West Java has a pleasant climate. There is also a lot of variety in the topography. Lowlands dominate the north, a mountainous plateau dominates the middle, and steep hills with few beaches dominate the south. It's no surprise that West Java boasts a wide range of tourist attractions given its natural setting. West Java has a lot of travel destinations that are famous for nature and its beautiful view and Pangalengan is an area that is known for its many beautiful places and good nature. Many people from

other cities are visiting Pangalengan to go to a recreation place or find a place for refreshing their mind.

One of the famous destinations in West Java is Pangalengan. Pangalengan area is located on high ground so the air in Pangalengan is fresh and cold. Pangalengan is also located not far from Bandung so many people from Bandung go to Pangalengan for refreshing or having holiday in Pangalengan. Most of the income of local residents in Pangalengan is by utilizing nature as a tourist attraction available in Pangalengan. Pangalengan has a famous site which is Situ Cileunca dam, tourist attraction and many camping grounds and recreation. Situ Cileunca main attraction is rafting that goes through the Palayangan River with a duration of around 1 hour. Besides Situ Cileunca, Pangalengan is famous for many camping grounds.

Nowadays, camping is one of the choices for many people who want to refresh themselves from daily life. Reason why nowadays camping is chosen by many people to refresh themselves is because nowadays many campgrounds already provide tents and other camping equipment. So based on those things that have been mentioned, many people are interested in camping in the campground especially in Pangalengan because they can enjoy nature and have a good time with friends or family without worrying about the preparation because it's already provided by the campground vendor. There are many camping grounds in Pangalengan that have a lot of uniqueness that attract many people and one of the famous and unique camping grounds in Pangalengan is Pineus Tilu. Pineus Tilu Riverside Camping is located on the Palayangan River's banks, surrounded by the beautiful pine forest of Rahong Pangalengan. Pineus Tilu Riverside Camping is located near Situ Cileunca Pangalengan in the Rahong Pine Forest area. Visitors to Pineus Tilu will experience what it's like to camp in a tent on the banks of the Palayangan River and the Rahong Pine Forest in Pangalengan. Lately, Pineus Tilu is one of the places that is viral in social media especially in tiktok because of its uniqueness that makes people interested to come to Pineus Tilu. Many people come to Pineus Tilu because people create a video while they stay at Pineus Tilu and upload it to social media especially in tiktok.



**Figure 1.6 Number of Active Social Media User in Indonesia**

*Source:* (Nurhayati-Wolff, 2021)

Today, the internet is a common thing, everyone can access the internet. The Internet can be used for many things that help daily life. Indonesia is a country with the largest population and the largest area in the Southeast Asia region. With a population of 261.1 million and an area of 1,904,569 km<sup>2</sup> (Slamet, 2019). Nowadays everybody has and needs a smartphone to help their daily life. According to Stokes & Yellow (2018), *A mobile device is a small device with computer-like functionality. It allows for an Internet connection and various features such as Bluetooth, NFC, Wi-Fi and GPS.* Indonesian smartphone users are also growing rapidly. The number of active smartphone users in Indonesia will exceed 100 million in 2018. With this amount, Indonesia would overtake China, India, and the United States as the world's fourth largest smartphone user (Rahmayani, 2015). Nowadays many people are using social media on their smartphone or any device. According Kotler & Keller (2016), *“Social media are a means for consumers to share text, images, audio, and video information with each other and with companies, and vice versa”*. According to Kotler & Keller

(2016), Consumers use social media to exchange informational text, images, sounds, and videos with others, as well as with companies, and vice versa.

According to Chaffey & Ellis-Chadwick (2019), Social media marketing is Customer-to-customer connection and participation over the web is monitored and facilitated to create positive engagement with a firm and its brands. Interactions can take place on the company's website, social media sites, and other third-party websites.

Pineus Tilu use their Whatsapp for customer service and place for asking anything about Pineus Tilu. Besides those two social media, Pineus Tilu got the market from Tiktok users.

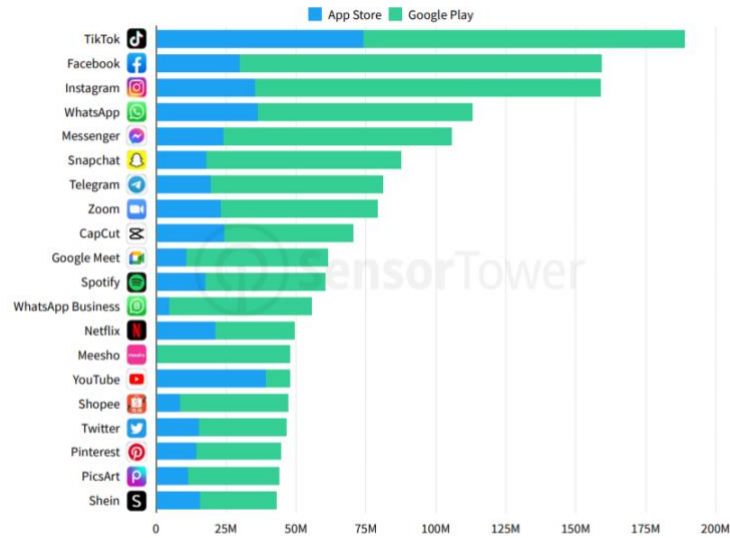


**Figure 1.7 TikTok Logo**

*Source:* (TikTok, 2021).

TikTok, also known as Douyin in China, is a Chinese video-sharing social networking service owned by ByteDance. It features a wide range of short-form user films, ranging in length from 15 seconds to three minutes, in genres such as dance, humor, and education. It is a worldwide version of Douyin, which was first launched in September 2016 in China. Outside of mainland China, TikTok was launched in 2017 for iOS and Android in the majority of markets. However, it was only available globally after combining with Musical.ly, another Chinese social media service, on August 2, 2018 (Wikipedia, 2021).

## Overall - Worldwide



Q3 Apps by Worldwide Downloads

**Figure 1.8 Worldwide Most Download Apps**

*Source:* (Sensor Tower, 2021)

TikTok has successfully surpassed Facebook and Instagram in terms of user numbers. According to Sensor Tower (2021), TikTok from ByteDance was once again the most downloaded app on the world, marking the sixth quarter in a row. China, where the app is known as Douyin, was TikTok's top market in the quarter, followed by the United States and Indonesia.

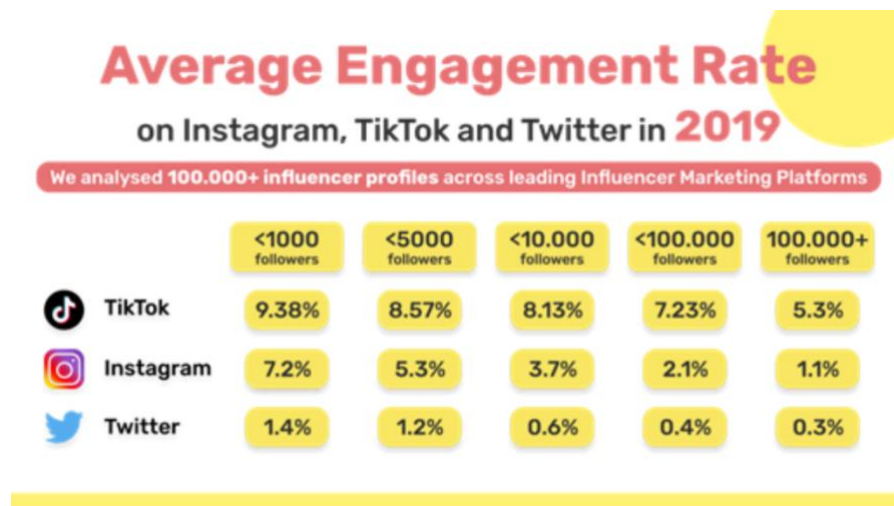




**Figure 1.9 Country with Most TikTok Download**

*Source:* (Christy, 2020)

TikTok has become the most popular app in several countries. Based on the figure 1.11 above, TikTok application has received the highest downloads in India. In India, the TikTok Downloader App has been downloaded 99.8 million times by Android and iOS users. The TikTok app was downloaded 45.6 million times in the United States by Android and iOS users. The TikTok program was downloaded 30.7 million times in Indonesia (Christy, 2020).

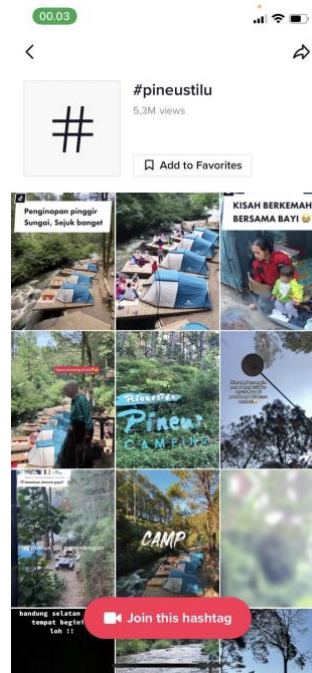


**Figure 1.10 Social Media Engagement Rate**

*Source: (Lemon, 2021)*

Based on figure 1.12 above, we can see that TikTok has a higher engagement rate compared with other social media like Instagram and Twitter. Regardless of the number of followers, TikTok has better engagement rates, but the pattern remains the same. On TikTok, nano influencers have a 9.38 percent engagement rate, whereas celebrities have a 5.32 percent engagement rate, and this tendency can be seen in their follower counts.

According to Kotler & Keller (2016), Viral marketing is a type of online word-of-mouth marketing that encourages customers to share company-developed products and services, as well as audio, video, and written content, with others online. So based on all the data, TikTok is a social media that has a lot of users and interests many people. Also, Tiktok is a social media platform that has the best engagement compared with other social media, so TikTok is one of the best social media to do marketing. Things that make TikTok have the highest engagement compared with other social media is because of their feature called FYP that stands for “for your page”. The For You Page is TikTok's main page, which displays content when you first launch the app. The page includes numerous suggested videos that have been matched to the interests of the site's visitors. Inside that FYP page, the video collection isn't made up of random videos because the video is the result of accuracy research conducted by TikTok itself. TikTok also has a feature that the user is able to stitch or like replying to the other user's videos. The other feature is TikTok can use hashtags in the video so the user can gain more engagement that matches with the hashtag.



**Figure 1.11 Pineus Tilu Hashtag on TikTok**

*Source: (TikTok, 2021)*

As we can see in the figure 1.13 above, we can see that was the hashtag feature on TikTok. As the author already mentioned before, Pineus Tilu got their market from TikTok users. Pineus Tilu doesn't have a TikTok account but users of the TikTok are creating video of Pineus Tilu while they're staying at Pineus Tilu. The users are using the hashtag of Pineus Tilu and then the video they upload is shown up in many people FYP and it influences other people to come and interest with Pineus Tilu. According to Rob Stokes (2018), viral videos is a video that becomes extremely famous, resulting in its widespread distribution through word of mouth on the Internet via email, social media sharing, and other hosting platforms. In addition, Baker et al. (2015) indicated that positive word of mouth communication would improve purchase intentions, but that negative information would lead to a lack of interest in purchasing. with this phenomena, Pineus Tilu is getting free marketing on TikTok with huge engagement.

Also with those figure 1.13 above, we can see that the viewers from #Pineustilu is had 5.3 million viewers.

There are cases about Pineus Tilu that there are content creator or social media influencer on tiktok that made video about Pineus Tilu that causing a negative thought for other people. The influencer said that there's a law that arrange about building a place near the river. In reality, Pineus Tilu has already got the official license and the sertificate from *perhutani* that have responsibility in Rahong Pine forrest and perhutani is officially from government. Besides that, there tiktok users that upload a video of Pineus Tilu that forced closed by the authorities because they think that Pineus Tilu is a recreation place that still opened in PPKM, but in reality, is not like what are the tiktok user said in the caption. Pineus Tilu is told by the authorities to close for a while not forced permanently. The reason of those case because it attracts many people to come there in PPKM and the employee cannot handle the people who come to Pineus Tilu. Because of that case above many people thinks that Pineus Tilu is illegal and not a safe place and their comment on other tiktok video about Pineus Tilu and on Pineus Tilu official Instagram.

### Pineus Tilu Camp Ground

RG9V+6X9, Pulosari, Kabupaten Bandung, Jawa Barat

4.6 ★★★★★ 387 reviews

gerah mungkin km cuaca pangalengan lagi ga dingin2 amat. Pagi2 dikasih sarapan prasmanan, ngantri, dengan menu nasi goreng, telur ceplok, kerupuk, sambal, tomat/timun dan minuman air jeruk peras, teh dan air putih. Yang mau rafting bisa dibantu atur harga 130K/pax.

Kesimpulan, untuk suasana dan foto2 dapet banget disini. We had so much fun. Tempat yang bagus but dont expect too much. Pineus Tilu cocok buat orang yang mau repot. Tapi buat princess/prince yang ga mau repot/susah, yang expect fasilitas & service luar biasa, di hotel aja lebih cocok. Buat admin di wa/IG dan staf di lokasi, ramah dan sopannya udah oke but please be more informative, fast response and more professional. Last but not least, Please provide Genset seandainya mati lampu.

Sukses terus Pineus Tilu. We'll be back, mudah2an yang kurang dikit2 sudah bisa lebih baik ketika kami datang lagi.



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Write a review



**Figure 1. 12 Pineus Tilu's Review**

Source: (Google, 2022), (Tilu, 2021)

Figure 1.12 above shows the review from Pineus Tilu customer that have intention to come back or have a repurchase intention. Based on the review on goolge and instagram there are not many people that state that they want to come back to Pineus Tilu and based on the information from Pineus Tilu, there are customers that said on whatsapp that they want to come back to Pineus Tilu.

Based on the research background above, this research will analyze the role brand equity and TikTok social media influencers on the repurchase intention in book or staying at Pineus Tilu Riverside Campground in greater depth based on the data acquired, by taking the title of **“THE INFLUENCE OF BRAND EQUITY AND TIKTOK SOCIAL MEDIA INFLUENCER TOWARD REPURCHASE INTENTIONS ON PINEUS TILU RIVERSIDE CAMPING GROUND”**.

### **1.3 Problem Statement**

According to Indrawati (2015), The problem statement is the result of a more in-depth study of the issues that arise in the field, which are usually only in the form of signs (symptoms) that are felt or seen, and which are reported research is described in the research background, so that the formulation of a problem statement is possible. The problem must be linked to the research background and object research, or have a common thread, in other words. Based on the research background above, Pineus Tilu is a new business unit in this field which was launched in July 2021. The growth of the accommodation and tourism or hospitality industry has been slightly increased in demand in this pandemic era, so Pineus Tilu as a newcomer must keep their identity and uniqueness that different from other competitors.

The hospitality industry is the one sector that has a lot of demand, especially for tourism, and TikTok is the app that has many users and one of the most downloaded apps. TikTok engagement is huge not just for people with many followers in TikTok but everyone can gain many engagements because TikTok provide FYP (For Your Page) feature that works with shown to the other tiktok user of the content. Inside that

FYP page, the video collection isn't made up of random videos because the video is the result of accuracy research conducted by TikTok itself and based on the work of tiktok to introduce a place like this research object "Pineus Tilu" and lately Pineus Tilu is place that went viral on social media especially in TikTok. This research wants to know about the influence of brand equity and social media influencer on TikTok that leads to repurchase intentions by choosing pineus tilu as their vacation destination. There are cases about Pineus Tilu that there are content creator or social media influencer on tiktok that made video about Pineus Tilu that causing a negative thought for other people. For education sector there are no research that using Pineus Tilu as the object. The other problem statement is that there is no research that using Pineus Tilu as the object. Based on the information from Pineus Tilu, repurchase intention situation at Pineus Tilu is not very much, just some people that was interested and said on the whatsapp of admin that they had an intention to booked again on Pineus Tilu. This research also wants to know the repurchase intention that affected by the case that have been described before about the social media influencer on Tiktok. And for business sector the impact of social media influencer on Tiktok for Pineus Tilu is for increasing sales and for brand image of Pineus Tilu.

Based on the research background that author already described, the author uses brand equity, social media influencer and repurchase intention as the variable. The author chooses Tiktok social media as the media of this research and Pineus Tilu riverside as the object of this research.

#### **1.4 Research Question:**

Based on research background and problem statement above, the research question in this research is:

1. How much are the rate of brand associations, brand trust, perceived quality, and brand loyalty of Pineus Tilu based on respondents point of view?

2. How much are the rate of Intensity, Positive valance, negative valance, and content of social media influencer on Pineus Tilu based on respondents point of view?
3. How much are the rate of repurchase intention of respondents toward Pineus Tilu?
4. Do brand associations, brand trust, perceived quality, and brand loyalty influence the repurchase intention?
5. Do Intensity, Positive valance, negative valance, and content influence repurchase intention?

### **1.5 Research Purpose**

Based on the research questions above, the purpose for this research is:

1. To know the rate brand associations, brand awareness, perceived quality, and brand loyalty of Pineus Tilu based on respondents point of view.
2. To know the rate of Intensity, Positive valance, negative valance, and content of social media influencer on Pineus Tilu based on respondents point of view.
3. To know the rate of repurchase intention of respondents toward Pineus Tilu.
4. To know brand associations, brand trust, perceived quality, and brand loyalty influence the repurchase intention.
5. To know Intensity, Positive valance, negative valance, and content influence repurchase intention.

### **1.5 Research Benefit**

The benefit of this research is expected to provide an overview of how brand equity and social media influencers on tiktok are affecting the repurchase intention in Pineus Tilu , and also the aim of this paper is to give the information for internal stakeholders that could influence the success of their business.

## **1.6 Writing Systematics**

### **CHAPTER I: INTRODUCTION**

A research overview, analysis background, problem statement, research purpose, aim of the research, analysis scope, and consistently writing were included in chapter one of the analysis.

### **CHAPTER II: THEORETICAL REVIEW AND RESEARCH SCOPE**

In chapter two, all valid theories, discovered research on the subject or matter, as well as a collection of reasoning want to describe the analysis issues were summarized, resulting in a theoretical framework and analysis hypothesis.

### **CHAPTER III: RESEARCH METHOD**

It includes information on the type of study, operational variable, research, stages, population and sample, knowledge collection, type of information, knowledge analysis technique, and hypothesis testing.

### **CHAPTER IV: RESULT AND DISCUSSION**

In chapter four, it will discuss all of the research result and discussions about all of the result.

### **CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

This chapter is the last part that contains conclusions that answer the research questions, research limitations and suggestions.