CUSTOMER BENCHMARKING ANALYSIS ON BRAND IMAGE FORMATION IN BRAND NIKE

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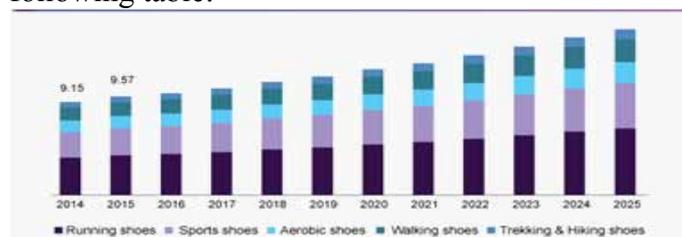*E-mail : gierhegie@gmail.com*

ABSTRACT

This study aims to analyze customer benchmarking through the effect of brand identity to the formation of brand image on the Nike brand through brand awareness. Samples were selected from respondents from athletes athletics, aquatic, football, basketball, and coaches in each branch, as well as those who have an awareness exercise encountered by researchers in the area of GOR Surabaya Koni and sports clubs in East Java. Data collection techniques using primary data by distributing questionnaires to the respondents. Data were analyzed using SPSS version 23.0 with path analysis. The results of this study indicate that the brand identity and brand awareness proven effect on simultaneously on the brand image of the Brand Nike. When viewed from the direct influence, brand identity diclared effect on brand awareness, and brand awareness is evident influence on brand image. Meanwhile, if viewed from the indirect effect, stated that the brand identity can not affect the brand image through brand awareness. Limitations in this research is the study population used is limited to several sports clubs in East Java is the target population.

Keywords: Brand identity, brand awareness, brand image, customer benchmarking, Nike

I. INTRODUCTION

Along with advances in technology, the business world is now experiencing rapid change. Because the company must adapt to the tastes, needs and purchasing power of consumers today. According to Kotler and Armstrong (2012: 135) there are various factors that can influence the consumer before deciding to choose one of the products broadly sourced to four factors, namely the cultural, social factors, personal factors and psychological factors.

The size of the global athletic footwear market worth USD 64.30 billion in 2017 (Grand View Research, April 2018). It can be seen in the following table:

Source: Global Industry Analysis Inc.

Is estimated to continue to increase above 5% from 2018 to 2025. With the growing enthusiasm and awareness about the health benefits of exercise and fitness activities, as well as the consumer's income level meningkanya that can be spent is expected to become a major trend that trigger market growth. Peoples today are becoming increasingly aware of the need for a healthy physical, so that the consciousness of each individual exercise to be increased. Awareness of the benefits of sport activities can help ensure good health and reduce the risk of chronic disorders such as depression, cardiovascular disease, and diabetes. It is characterized by the development of sports centers which can be used both in housing, shopping centers and certain other places. With their consumer behavior like that, company as a manufacturer of sports shoes, take advantage of favorable conditions through competitive competition with a wide range of selection of shoes available in the market. Some big companies competing, such as Nike, Adidas,

Reebok and others.

Nike, As one of the biggest sports shoe manufacturer in the world, understands the importance of usability shoes in sporting activities, good function that is devoted to the athletic, aquatic, as well as to individuals who have an awareness of the importance of exercise. Nike was founded by Phil Knight, a middle-distance runner at the same time accounting student at the University of Oregon coach Bill Bowerman Phil together. His love of sports to make them understand that sports shoes become very major thing in the world of sport. For comfort and security is indispensable in the exercise.

Nike name was formed in 1971, which means after the Greek goddess of victory. Not out of the brand name that is memorable, but the logo has an important role in giving the sense of a product at a particular company. The brand identity is certainly worth noting because it will be the basis of public opinion formers. According to Aaker et al., (2009) brand identity (brand identity) is a unique brand associations that show promise to consumers. Brand identity could also be the basis of further brand strategy so as to become a brand differentiator with competitors.

The brand identity of products Nike sports shoes and clothes were easily identifiable because it has a distinctive corporate logo with the slogan "Just Do It". Initially in 1987, Nike created various types of shoes for different types of sports activities, such as athletics, aquatic, soccer, basketball, tennis, and more. Comfort, quality, and a variety of models to be a priority at present by Nike. Along with the increasing market demand, then Nike issued a wide range of footwear products with the model, quality, and a variety of attractive colors.

Besides easily identified, Nike shoe products have advantages compared to other products shoe. A material used in Nike shoes and lunarlitefoam flyware form. This material has a function to reduce the burden of shoes so that these types of shoes produced will be light and make it convenient to consumers. Nike footwear products shows that are considered by consumers to buy the product is the convenience in use. Nike became an icon of durability pilhan consumers because the product is good and consumers are satisfied to use it (Herman, 2011).

Consumers Nike has its own assessment of the Nike product, where consumers assume Nike as a brand that is reliable and has a very high performance, Good quality makes the Nike growing rapidly in Indonesia. Although the price is relatively expensive Nike products in various parts of the world due to Nike shoes are manufactured using very high quality material and Nike has a wide range of technology contained in each product shoes, for example lunarlitefoam technology which serves to increase comfort while wearing shoes. The design is so elegant make Nike shoes look fancy so it can be said that the high price of this Nike shoe products directly proportional to what is obtained by a consumer buying. Consumers think that by buying Nike products are expensive, fancy, popular, and latest as the development of lifestyle (Herman, 2011). In the end, the brand image plays a role on consumer purchasing decisions.

Brand image is the public perception of the company or its products. Effective image will affect the three cases, the product characteristics and proposed establishing values, and then convey the character in a different way so as not to be confused with the character of a competitor, then give emotional strength that is more than just a mental image. In order to function, the images must be submitted through any means of communication available and contact the brand.

The reputation of the company Nike no doubt. Nike has built its brand image, one of them by sponsoring world sporting athletes such as Tiger Woods world class players, Leborn James, Kobe Bryant and Michael Jordan the basketball player from the United States to footballer Cristiano Ronaldo of Real Madrid. With this Nike wants to remind consumers that figure as they are the one who will they get when buying Nike products. In addition, Nike also sponsors the Indonesian national team. This is a step to build a very strong image in Indonesia. Affection of the peoples of Indonesia on the Indonesia national team will build a good brand image in the eyes of the peoples of Indonesia.

Nike company choose its main consumer target athletes. This is due to the company Nike judge that an athlete is someone who is proficient in sports and other forms of physical exercise which is required in various sports. In fact, an athlete must have the physical ability higher than average, especially athletes who often follow the race or match. Therefore the athletes will be put quality afforded by

a brand that is used that can later be reflected in his mind.

Researchers expect the study carried out can be used as a material consideration and contribute ideas, especially for companies in improving customer benchmarking to the brand image through the establishment of brand awareness. This may be the dominant influence on the buying decision a good product. Theoretically, these factors can be accounted for truth, but needs to be proven empirically.

Based on the description above explanation, in this study will be discussed about the influence on the formation of brand identity brand image on the Nike brand through brand awareness is ultimately formed a perception in the minds of consumers who called the brand image of the Nike brand in the footwear market. The goal is that finding empirical evidence on the effect of brand identity on the formation of the brand Nike brand awareness, and find empirical evidence on the effect of brand image on brand Nike.

II. THEORETICAL AND DEVELOPMENT HYPOTHESIS

In research conducted by Shenda Aprilia Christanti (2017) which saw the influence of variables brand identity, product quality, brand ambassador on consumer purchasing decisions back to cosmetic products in Surakarta conducted by random sampling of 100 respondents. The results show a positive influence on the variable quality of the product to the consumer purchasing decision back to cosmetic products in Surakarta. It is inversely proportional to the variable of brand identity and brand ambassadors who do not have an influence on consumer purchase decisions back to cosmetic products in Surakarta.

Elbedweihyet al., (2016) in his research who want to see the customer relationship established by the rules of interest in the brand and the consumer-brand identification. This study was conducted using questionnaires as many as 293 respondents in one of the malls in the UK in two categories of products, namely mobile phones and televisions. The results showed that the identification of the brand both in itself and mass consumption can be set by the company. Then why customers are interested in these products is not with the others because of the relationship customer-to-customer strongly to consumer brand identification.

Aditya Hendrajati (2016) conducted a study to see the effect on brand loyalty brand identity through brand image and brand trust Yamaha. Using a questionnaire of 125 respondents by purposive sampling to Yogyakarta peoples owning and using Yamaha motorcycles. The results obtained showed that the brand identity positive effect on the brand image of Yamaha motorcycles. While brand identity and brand image positively affects brand trust Yamaha motorcycle. Similarly, the brand image and brand trust has a positive effect on brand loyalty Yamaha motorcycle.

Research Sasmita et al., (2015) examines the effect of brand association, brand loyalty, brand awareness and brand image on brand equity among young consumers. Analysis was conducted on 200 young consumers who were students at the State University in Malaysia through SPSS 21.0. The results showed that through multiple regression authenticates the brand awareness. A dominant influence on brand equity among young consumers because the young consumer advisory and awareness of a product or a particular brand of social media. They can clearly recognize a particular brand or product compared with competitors' products or brands. As well as know how to look at the characteristics through the social media.

Wiratama and Vault (2012) examined the link between the variables of product, price and brand image perceptions on purchase decisions of Nike brand sports shoes in Semarang. This study was conducted on 100 users of Nike brand sports shoes in Semarang obtained using accidental sampling techniques. The results showed that the variables of product, price perception, and brand image has a positive and significant impact on purchasing decisions of Nike brand sports shoes.

Benchmarking

Benchmarking is a management technique for measuring performance or work, by comparing them with parameters or the size of the best known in the market and are usually indicated by market leader companies. Customer benchmarking is an understanding of consumers and customers of the company compared to its peers. How do the views of consumers and the overall customer: product quality, price, customer service, delivery speed, and delivery

reliability. The higher level of customer satisfaction or customer in this area will make the company's position in the eyes of the consumer or customer is getting stronger.

Brand

The American Marketing Association (Kotler & Keller 2012) defines a brand as a name, sign, symbol, design, or a combination thereof, are used to identify products or services of one seller or group of sellers to distinguish it from competitors.

Based on the theoretical basis of the research hypothesis structured as follows:

In establishing a brand image in the consumer's mind takes several steps starting from the formation of brand identity by the manufacturer. In the early stages manufacturers establish brand identity as a form of marketing strategy in order to create brand awareness in consumers.

Brand awareness supposedly formed by the variable of brand identity, where the brand identity that has been set by the manufacturer Nike is considered will make consumers aware of the Nike brand.

H1: Brand identity affect the establishment of brand awareness

Brand image as the output variable is the end result of the strategy adopted by the manufacturer in brand building. Through brand awareness, consumers will be interested in trying, so that the resulting brand image.

H2: Brand awareness affect the establishment of brand image

Brand Identity allegedly a significant influence on the formation of brand image on brand Nike. The author assumes that the brand identity specified by the manufacturer Nike would immediately form an image in the minds of consumers to the Nike.

H3: Brand identity affect the establishment of brand image

III. RESEARCH METHODOLOGY

Operational Definition and Measurement Data

Independent variables

The independent variable or independent variable in this study is the brand identity, where the brand identity established by the company was considered not influenced by other variables. These variables are denoted by an X. Brand identity by Wheeler (2013) is a factor that can be seen and felt. Brand identity is divided into six dimensions, namely: Physique, Personality, Culture, realtionship, Reflection, Self-image (Kapferer, 2004)

- Physique is a feature that will soon be formed in consumers' minds when thinking of a brand
- Personality is a depiction of a brand in the minds of consumers
- Culture is a set of values that became the inspiration of a brand
- Relationship a good relationship with the customers who tried guarded by each company in order to stay together with his brand
- Reflection a description of how consumers themselves when they want to be seen by other peoples while using the brand
- Self-image an internal reflection of target consumers

Intervening variable

According Sugiyono (2012) intervening variables are variables that affect the relationship between the independent variables and the dependent variable becomes an indirect relationship and can be observed and measured. In this study the intervening variables used are brand awareness symbolized by Z. According to Kotler and Keller (2012) brand awareness is the ability of a consumer to identify our brand in a variety of different conditions that reflect the capacity and condition of the brand. Brand awareness has several dimensions: brand recognition, brand recall, Top of Mind. (Aaker and McLoughlin, 2009)

- Brand recognition can occur when consumers are given the names of a particular brand of product class, then the consumer can identify a brand and annotate

- Brand recall can occur when consumers can immediately think of a brand in a market category
- Top of mind is the first brand that comes to mind in the minds of consumers in a particular product class

Dependent variables

The dependent variable or dependent variable in this study is the brand image, where the brand image in the minds of consumers formed by the variable brand identity that is reinforced by the variable brand awareness that an intervening variable. The dependent variable is denoted by Y, According to Kotler and Keller (2012) brand image is the perception and trust built by consumers as a reflection of the association in the minds of consumers. Brand image is how to vote in the minds of consumers to the brand. There are several dimensions of brand image, namely:

- Mystery associated with the cognitive aspects of the brand image
- Sensuality formed from sight, sound, touch and taste
- Intimacy which is the emotional aspects of brand image resulting in feelings of consumers interact with a brand
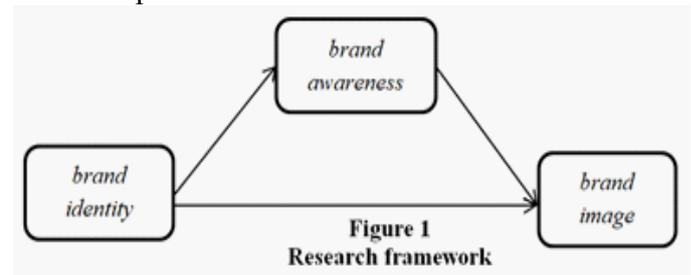
Measurement Data

The questionnaire was designed in this study addressed to responder that every athlete athletics, aquatic, football, basketball, and coaches in each branch, as well as those who have an awareness exercise encountered by researchers in the area of GOR Surabaya Koni and sports clubs in East Java. Using a Likert scale of 1 to 5 in the assessment. Starting from point (1) to "Strongly Disagree" to point (5) to "Strongly Agree" that is used to operate the construction of the research included in this study. The independent variable in this study is brand identity, While the dependent variable is the brand image, through the intervening variable that is brand awareness.

Data collection

The data used in this study are primary data through data collection techniques using random sampling method, by spreading questionnaires to respondents, each athlete athletics, aquatic, football, basketball, and coaches in each branch, as well as those who have an awareness exercise encountered by researchers in the area of GOR Surabaya Koni and sports clubs in East Java, 250 respondents were selected.

The independent variable in this study is the brand identity. While the dependent variable is the brand image, through the intervening variable that is brand awareness. Based on the description above, it can be structured framework for relations between variables peneletian described as follows :

Figure 1
Research framework

The method of data analysis is a method used to process the results of research in order to obtain a conclusion. Analysts techniques used in measuring the contribution or influence of independent variables on the dependent variable, either influence directly, or indirectly through the influence of the relationship between the independent variables using path analysis.

Data Analysis Technique

The method of data analysis is a method used to process the results of research in order to obtain a conclusion. Analysts technique used in this research is quantitative analysis with analysis tools such as path analysis.

1. **Validity and Reliability**
   The validity and reliability were used in this study are described as follows:
   a. **Validity Test**
      Test validity can be achieved if there is a match between the parts of the instrument with the instrument as a whole piece. Part of the validity test used in this study is through the analysis of grains, in which to test each item the total score is valid whether an item can be determined by comparing the number Pearson product moment correlation (r count) at the level of 0.05 the critical value , The research instrument was considered valid if

valid where the correlation value is greater than 0.3

b. Reliability Test

Reliability test is intended to measure the level of consistency of the instruments used. Measurement reliability using methods cronbatch's alpha using a numerical index called the coefficient. Instruments used in a variable is said to be reliable (reliable) if it has more alpha coefficient of 0.60

2. Classic Assumption Test

The use of regression analysis methods in testing the first hypothesis tested if the model meets classic asaumsi or not consisting of:

a. Heteroskidastity Test

Heteroscedasticity test aims to test whether the regression model occurred inequality variants of residuals of the observations to other observations. If the residual variance from one observation to another observation fixed, then this is called Homoskedastisitas and if different is called Heteroskidastity. The detection is done by using a test Park. Done by regressing the residual value (Lnei2) with each independent variable. If the value of t <t table regression equation is not statistically significant heteroscedasticity then there are no symptoms.

b. Normality Test

This test aims to determine whether in a regression model, the value of the regression residuals have a normal distribution. A good regression model is normal or nearly normal distribution. Normality test will be conducted by Kolmogorov Smirnov. If the significance value> 0.05, then the normal distribution of data (Ghozali, 2010: 147).

c. Autocorrelation Test.

Autocorrelation test is used to determine whether the linear regression model occurred correlation between bullies error in period t with mistakes in period t-1 (previous). In practical terms, it can be said that there is no residual value correlated with one another. The detection is done by using the Durbin-Watson test. According Ghozali (2010: 196) determining the presence or absence of autocorrelation can be seen as follows:

a) There is no positive autocorrelation if 0 <d V d

b) No negative autocorrelation if 4 - dl <d <4

c) There is no positive or negative autocorrelation if du <d <4 - du

3. Path Analysis

Ordinary path analysis or better known as Path analysis is used to determine the direct dependency relationships between a set of variables. Path analysis is a model similar to the model of multiple regression analysis, factor analysis, canonical correlation analysis, discriminant analysis and multivariate analysis group other more common as ANOVA analysis, MANOVA, anacova.Testing of this study also used path analysis (path analysis) which is an extension of the multiple linear regression analysis. Both models use equations regersi analysis simple and multiple regression analysis was conducted to determine the strength of the relationship of the independent variables (independent) to the mediating variables (intervening) danjuga strength of the relationship of the independent variables (indenpendent) on the dependent variable (dependent).

The steps in the proof test of mediation (intervening) as follows:

1. Regression independent mediator terhdapa
2. Independent of the dependent
3. Independent and mediator to the dependent

After looking at the requirements for determining the influence of mediation statistically, to determine the influence of direct, indirect and total of each variable, required the calculation of the value of the Standardized Beta coefficient Coefficient.

IV. DATA ANALYSIS AND DISCUSSION

Results Profile of Respondents

Identity of respondents in this study include sex, age, sport, work and the last education. Based on the above table shows that the respondents consisted of 145 (58%) and 105 female respondents (42%) of male respondents. Respondents aged <20 years

Correspondent Table

Classification	Students Respondents	
	Frequency	Percentage (%)
Gender		
woman	145	58
Man	105	42
Age		
<20 Years	61	24.4
20-30 Years	171	68.4
31- 40 Years	18	7.2
Category		
athlete	111	44.4
former Athletes	24	9.6
Coach	6	2.4
Someone with an awareness of the importance of exercise	109	43.6
Sports		
aquatic	97	38.8
Athletics	61	24.4
basketball	45	18
Soccer	47	18.8

Based on the above table shows that the respondents consisted of 145 (58%) and 105 female respondents (42%) of male respondents. Respondents aged <20 years at 61 (24.4%) of peoples, 20-30 years amounted to 171 (68.4%) and the 31-40 years by 18 (7.2%). A total of 111 (44.4%) claimed to athletes, as many as 24 peopless (9.6%) claiming to be a former athlete, 6 peopless (2.4%) as a coach and as many as 109 peopless (43.6%) claimed to be someone who conscious exercise. Aquatic sports as many as 97 peopless (38.8%), but as many as 61 peopless (24.4%) chose athletics, choose basketball as many as 45 peopless (18%) and as many as 47 peopless (18.8%) chose football.

Correspondent Table

Classification	Students Respondents	
	Frequency	Percentage (%)
Work		
Athletes / former professional athletes	27	10.4
Doctor	1	0.4
lecturer	1	0.4
Teacher	1	0.4
Housewife	3	1.2
employee	59	23.6
College student	104	41.6
learner	17	6.8
Professional trainers	21	8.4
Unemployment	1	0.4
PNS	1	0.4
entrepreneur	14	5.6
Last education		
Diploma	12	4.8
Magister	2	0.8
S2	1	0.4
S3	3	1.2
Bachelor	96	38.4
SD	12	4.8
JSS	2	0.8
SMA / equal	117	46.8
SMP	3	1.2
TK	1	0.4

Based on the above table shows that the respondents consisted of 27 peoples (10.4%) worked as an athlete / former professional athlete and as many as 1 (0.4%) for the work of doctors, professors, teachers, the unemployed and civil servants. A total of 3 (1.2%) as housewives, employees as many as 59 peoples (23.6%), as many as 104 students (41.6%) and students were 17 (6.8%). A total of 21 peopless (8.4%) as a professional coach and as many as 14 peoples (5.6%) as self-employed. These respondents by last education diploma by 12 peopless (4.8%), masters and junior by 2 peoples (0.8%) as well as S3 and SMP by 3 peopless (1.2%). A total of 1 (0.4%) admitted last educated kindergarten and S2, as many as 96 peoples (38.4%) as a scholar, as many as 12 peoples (4.8%) as primary schools and 117 peoples (46.8%) as SMA / equal.

Future Use of Nike

Wearing long Nike	Frequency	Percentage (%)
<1 month ago	97	38.8
1 month ago	40	16
2 months ago	113	45.2

Based on the above table shows that as many as 97 peoples (38.8%) wear Nike <1 month ago, 40 peoples (16%) wear Nike for 1 month and 113 peoples (45.2%) said it has put on the Nike of 2 last month.

1. **Validity And Reliability Test Results Questionnaire**

Testing research instruments in terms of both its validity and reliabelitasnya of the 250 respondents found that the results of the research instruments used are valid where the probability for the correlation value is less than 0.5 and a coefficient of reliability (Cronbach Alpha) greater than 0.6. for more details can be seen in the following table:

a) **Validity and Reliability Variables Brand Identity (X)**

Validity and Reliability Testing Results X

Group	Item number	Validity		Coefficient Alpha
		Correlation (r)	Probability (p)	
X	X1	0565	0000	0743
	X2	0745	0000	
	X3	0744	0000	
	X4	0546	0000	
	X5	0729	0000	
	X6	0648	0000	

Based on data from the above table shows all items Brand identity questions for variables having a probability value less than 0.05 and has a 0743 alpha coefficient greater than 0.6. Thus, it means that the item question for Brand identity variable (X) is valid and reliable for further testing.

b) **Validity and Reliability Variable Brand Awareness (Z)**

Validity and Reliability Testing Results Z

Group	Item number	validity		Coefficient Alpha
		Correlation (r)	Probability (p)	
Z	Z1	0494	0000	0672
	Z2	0649	0000	
	Z3	0450	0000	
	Z4	0372	0000	
	Z5	0513	0000	
	Z6	0584	0000	
	Z7	0648	0000	
	Z8	0658	0000	

Validity and Reliability Testing Results Y

Group	Item number	validity		Coefficient Alpha
		Correlation (r)	Probability (p)	
Y	Y1	0417	0000	0850
	Y2	0624	0000	
	Y3	0763	0000	
	Y4	0703	0000	
	Y5	0686	0000	
	Y6	0627	0000	
	Y7	0693	0000	
	Y8	0779	0000	
	Y9	0797	0000	

Based on data from the above table shows all the items of questions for variables Proof Brand image (Y) has a probability value less than 0.05 and has a coefficient of 0.824 alpha greater than 0.6. Thus meaning that the question items for variable Brand image (Y) is valid and reliable for further testing.

2. Classical Assumption Test Results
a) Normality test

Normality Test in this study was conducted to determine whether in a regression model, the value of the regression residuals have a normal distribution. Normality test will be conducted by Kolmogorov Smirnov. If the significance value > 0.05, then the normal distribution of data. The normality test results in this study are as follows:

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Residual unstandardized
N		250
Normal Parametersa, b	mean	.0000000
	Std. deviation	3.23778227
Most Extreme Differences	Absolute	.033
	positive	.033
	negative	-.029
Test Statistic		.033
Asymp. Sig. (2-tailed)		.200c, d

Based on the presentation of data in the table above, it can be seen that the value of normality showed with Asymp. Sig. (2-tailed) have been increased which becomes $0.200 > 0.05$. Thus, with the acquisition of this outcome data in this study can already be stated that the research data had normal distribution. This statement is based on the acquisition value of Kolmogorov Smirnov is above or greater than 0.05.

b) Heterokedastisitas Test

Heterokedastisitas test was conducted to test whether the regression model occurred inequality variants of residuals of the observations to other observations. To determine the presence or absence of symptoms heteroskedostisitas can use uj park. If the value of t $<$ t table and regression equation is not statistically significant heteroscedasticity then there are no symptoms.

Testing Results Heterokedastisitas

| Model | collinearity Statistics | | t table |
	t	Sig.	(Df 247)
(Constant)			
brand identity	-0751	0454	1.6525
brand awareness	1.071	0285	1.6525

Based on the above table it is known that the value of t <t table three variables: Brand identity with t value of -0751 <1.6525 and brand awareness with t value of 1,071 <1.625 as well as the second independent variable is not significant so that it can be concluded that the regression model heteroskedostisitas symptom free.

c) **Autocorrelation Test**

Autocorrelation test is performed to determine whether the linear regression model occurred correlation between bullies error in period t with an error in period t-1 (previous). The durbin watson values obtained are as follows:

Autocorrelation Testing Results

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.756a	.572	.569	3.25086	1,822
a. Predictors: (Constant), Brand Awareness, Brand Identity					
b. Dependent Variable: Brand Image					

Based on the above data, it can be seen durbin watson value obtained amounted to 1,822. The test is said to be free of autocorrelation if it is in the range du to 4 - du. Determining the value du is obtained from table Durbin Watson. At the level of 0.05 with a large observation error values obtained du amounted to 1.7156. So that free range autocorrelation is 1.7156 up to 2.2844. Whereas in the calculation, the value of 1.822 which means the value of Durbin Watson still in the range of free area autocorrelation.

3. EVIDENCE HYPOTHESIS

To determine whether the presence or absence of direct influence of independent variables to intervening and intervening against the dependent variable, and the indirect influence of independent variables on the dependent through intervening, test path analysis (path analysis) using SPSS 23.0. Here are the test results of path analysis:

Brand Identity Influencing Brand Awareness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526a	.277	.274	2.95988
a. Predictors: (Constant), Brand Identity				

Based on the above table, the magnitude of the numbers R square (R2) is 0.277, which means that the effect of brand identity to brand awareness is 27.7%, while the remaining 72.3% influenced by other factors. In other words, the variability brand awareness can be explained by using the variable brand identity was 27.7%.

Variable Path Analysis Test Results Brand Identity Influenced Brand Awareness

| Model | Coefficients unstandardized | | standardized Coefficients | t | Sig. |
	B	Std. Error	beta		
(Constant)	19 852	1,177		16 863	.000
brand Identity	.525	.054	.526	9746	.000
a. Dependent Variable: Brand Awareness					

Based on the above table varaibel brand identity is known to significantly affect brand awareness directly with sig 0.000 (<0.05) and the value t count> t-table (9.746> 1.98). Next is a look at the influence of variables brand identity to brand image and brand awareness of the brand image that is presented in the table below:

Brand Identity, Brand Awareness Affect Brand Image Simultaneous (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756a	.572	.569	3.25086
a. Predictors: (Constant), Brand Awareness, Brand Identity				

Based on the above table it can be seen that the effect of brand identity, brand awareness to brand image simultaneously at .572 or variability brand image that can be explained by using variable brand identity and brand awareness was 57.2% and the remainder caused by other variables outside the model.

F Test Results

	Model	Sum of Squares	df	mean Square	F	Sig.
1	Regression	3489.019	2	1744.509	165 073	.000b
	residual	2610.325	247	10 568		
	Total	6099.344	249			

Based on the above table it can be seen that the value of F obtained in this study was 165 073 with significance level was 0.000. As for the value of F table obtained amounted to 3,884. So it can be seen that in this study Fhitung> Ftabel and sig smaller than the probability value of 0.05, or a value 0.000 <0.05, which means that in this study proved influential independent variables simultaneously on the dependent variable.

Path Analysis

Test Results Variable Path Analysis Brand Identity, Brand Awareness Influencing Brand Image

	Model	Coefficients unstandardized		standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	-.765	1.894		-.404	.687
	brand Identity	.514	.070	.361	7.385	.000
	brand Awareness	.713	.070	.501	10 230	.000
a. Dependent Variable: Brand Image						

According to the table above, are known to partial effect of variable brand identity by looking at the value t count> t-table (7.385> 1.652) and sig 0.000 (<0.005), then there is a direct influence of the brand identity of the brand image. There is the influence of brand awareness of the brand image it is evident based on the value t count> t-table (10.230> 1.652) and sig 0.000 (<0.05).

a. Direct Impact
   To calculate the direct effect, use the following formula:
   1) Variables influence brand identity to brand awareness.

$$X \quad Z = 0,526$$

2) Variables influence brand awareness to brand image.

$$Z \quad Y = 0501$$

3) Variables influence brand identity to brand image.

$$X \quad Z = 0.361$$

b. Indirect Influence
Variables influence on brand image brand identity through brand awareness:

$$X \quad Z \quad Y = (0.526 \times 0.501) = 0.264$$

c. Effect of Total
The influence of the variable quality of the message of the level of preference by the level of knowledge:

$$X \quad Z \quad Y = (0.526 + 0.501) = 1.027$$

Based on the calculation above is known that direct pengeruh value of 0,361 and the indirect effect of 0.264, which means that the value of the indirect effect is smaller than the value of the direct effect, these results indicate that the brand identity can not affect the brand image, through brand awareness. Influence on brand image brand identity through brand awareness above the track analysis can be seen in the image below:
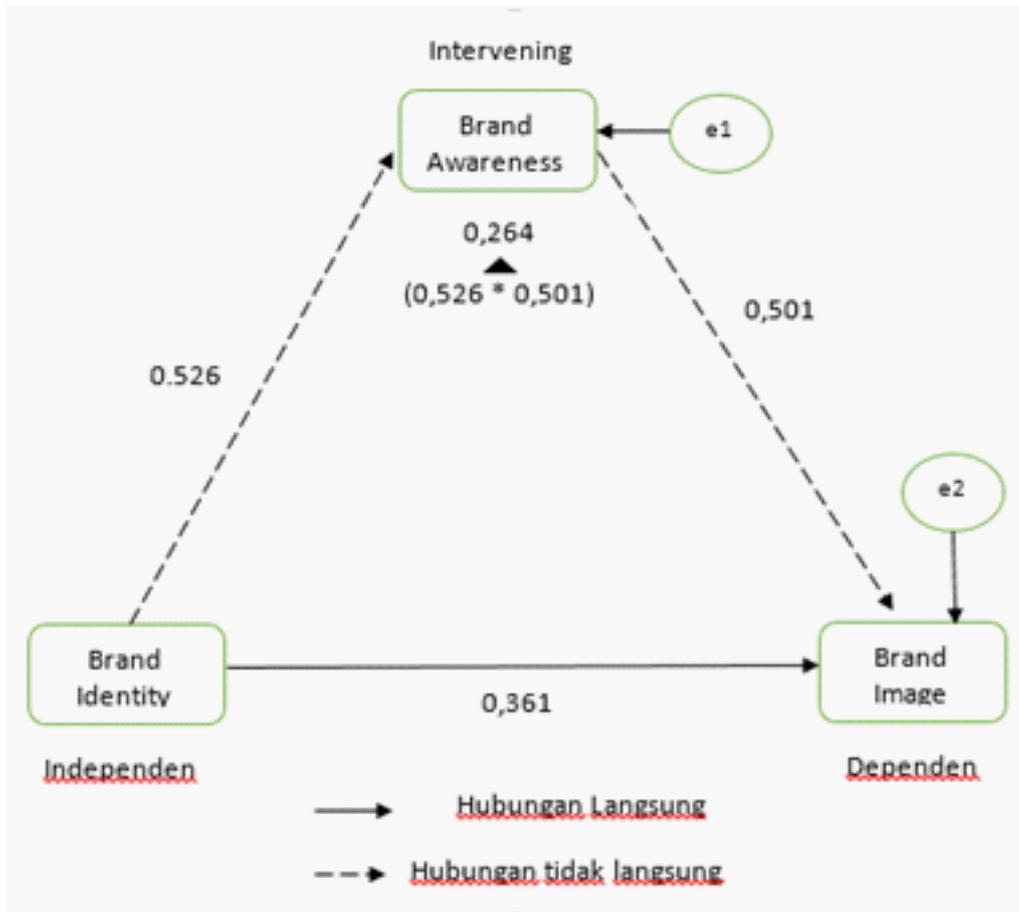

Figure 4.1
Path Analysis

Based on the above test results of path analysis, proving that it takes a medium of communication to establish a brand image in the minds of consumers starting from brand idenitity established by the manufacturer. Jill Ross Rod Harradine (2011) "Fashion value brands: the relationship between identity and image", has been conducting research relationship between brand identity with the brand image in the fashion industry. Object using the Tesco brand, that brand identity is proven positive effect on the brand image in the fashion industry.

More information can be discussed for brand identity variables affect the brand image through brand awareness on brand Nike. This is due to the brand identity will help the stability of relationships that have been built between the brand and the customer. This is reflected

in the questionnaire are given from numbers 1 through 6 in test Physique, Personality, Culture, realtionship, Reflection, Self-image is shown on the Nike brand. The brand identity may be perceived differently by each person depend on the perception that their views on what they feel on the image of the company. Therefore, the better the company's brand identity created will better the brand image in the eyes of consumers.

Second, brand awareness showing the impact on the brand image of the Nike brand. For brand awareness refers to how a particular brand or product appearance, so that consumers can quickly recall a symbol or logo specific products or brands that appear on social media. It can be seen from the questionnaire in the measurement of brand recognition that is reflected from the questionnaire from number 7 to 9. While Brand recall is reflected from the questionnaire from number 10 to 12. As well as top-of-mind that is reflected from the questionnaire from number 13 to 14. These findings are consistent with previous research that Pouromid and Iranzadeh (2012) where the brand more inclined to be considered or selected based on consumer brand awareness.

Third, the brand image of this research was influenced by the brand identity through brand awareness of consumers. Because consumers form brand perception through the information they get. Then the consumer can determine whether to use the brand based on the information and experience that has been obtained while using the brand. For brand image that seeks shown by the company has its own personality and different from other competing products or brands. Mystery related to cognitive aspects in brand image. Can be seen from the questionnaire from number 15 to 17. Sensuality form of sight and touch are perceived by consumers Nike reflected in the questionnaire from number 18 to 20.

V. CONCLUSION

This study investigates customer benchmarking through the effect of brand identity to the formation of brand image on the Nike brand through brand awareness and ultimately formed a perception in the minds of consumers who called the brand image of the Nike brand in the footwear market. Results indicate that:

1. Brand identity and brand awareness proven effect on simultaneously on the brand image.
2. Based on the direct influence, brand identity expressed effect on brand awareness, brand awareness while proven effect on the brand image.
3. Based on the indirect effect stated that the brand identity can not affect the brand image through brand awareness.

VI. IMPLICATIONS

The practical implication of this study provide feedback on the effect of brand identity, brand awareness and brand image in the consumer primarily for the athletes and coaches in several sports, and peoples who have an awareness of the importance of exercise performed in this study will help marketers and practical to formulate strategies to improve their brand image to gain an advantage over the competition and business continuity, particularly in the consumer market among athletes in those sports.

VII. LIMITATIONS

This study has limitations, the results of this study onlylimited to several sports clubs in East Java is the target population, and thus only reflects an outcome for East Java alone. As well as in this study using only one independent variable, namely brand identity and an intervening variable that is brand awareness, while there are variables that can be used to explain the variable of brand image.

VIII. SUGGESTION

Research that might be done in the future based on the limitations and the results of this study are to add other variables in addition to brand awareness and brand identity that can affect the formation of brand image. In order to explain the relevance of brand image on a productbrand.

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