Abstract
Brand equity is the value of a brand, depend the extent to which the brand has high loyalty, the quality that is accepted by consumers and able to add more value to consumers. A strong brand equity can help a company in an effort to attract potential customers as well as efforts to establish good relationships with consumers and can eliminate consumer doubts about brand quality. One of the factors that influences brand equity is the attitude of consumers towards a brand. This study was aimed to analyse consumer attitudes towards brand equity in Ija Kroeng products in Banda Aceh. The sample of this study was 100 respondents. The data used in this study was quantitative data. The results showed that consumer attitudes had a significant effect on brand equity in Ija Kroeng products in Banda Aceh, it was proven by the attitude of consumers as factors that influence brand equity, which was proven by 84.9% of research results and the remaining 15.1% explained by other variables outside of this research, for instance product quality, brand awareness, brand associations, etc. While partially consumer attitudes have a significant effect on brand equity in Ija Kroeng products in Banda Aceh, with the value of \( t_{\text{count}} > t_{\text{table}} (2,051 > 1,984) \). That partially consumer attitudes have a significant effect on brand equity in Ija Kroeng products in Banda Aceh. This means that consumer attitudes can significantly increase brand equity in Ija Kroeng products in Banda Aceh.

Key words Consumer attitudes, Brand equity
component in purchasing behaviour. In the decision making process, attitudes become one of the variables of consumer thinking in addition to the need factor. Knowing the consumer's attitude towards a product brand, it means knowing the brand's position in the eyes of consumers. Consumers' attitude towards brands is a tendency that consumers learn to evaluate brands by supporting (positive) or not supporting (negatively) consistently.

Today there are many choices of products that offer trendy and modern sarong model and designs. Starting from stripes, boxes and other motifs, with the best colour choices. With the many choices of sarongs that compete in the same market segment, many choices are offered by other sarong products. This results in an increasingly competitive market situation.

Sarong for the people of Aceh is a necessity, none of Acehnese do not have it. Even in traditional events in Aceh, sarong must be part of the seserahan (giving jewelry and clothing for the bride) for the wedding procession. This versatile cloth also accommodates the daily life of the Acehnese people to carry out worship. And the children who recite in the mosque or traditional Islamic boarding school also wear sarong, so that a sarong in the local language is called Ija Kroeng is not just clothes, but a cultural identity.

So far, sarong is identical with boxes or lines, well, today Ija Kroeng wants to introduce a different, trendy and modern design, so that it can be used by everyone from anywhere, from young people to even old people will be satisfied and comfortable in wearing sarong with Ija Kroeng brand. Therefore Ija Kroeng products come with Acehnese designs and motifs, which provide unique products and have different advantages with other sarong products. In this case Ija Kroeng offers a unique motif, namely the Pinto Aceh motif, the Rencong handle motif, the Kerawang Gayo motif, and the Sikureung stamp motif.

Ija Kroeng product was officially registered in March 2015, the copyright of Ija Kroeng was also endorsed by Intellectual Property Rights (IPR). Ija Kroeng is produced from 100% of high quality cotton, which is imported from outside Aceh and besides that Ija Kroeng is also made with "handmade". Included in giving motifs that are painted directly with quality fabric paint and do not fade or print motifs. So that everyone who wears Ija Kroeng products is always satisfied. Many consumers are satisfied with Ija Kroeng products, so there are some consumers who specifically order sarong for the needs of Ramadhan and Eid. As usual Ija Kroeng Workshop always provides special motives every year for important moments for the community, such as the month of Ramadan and Eid.

RESEARCH METHOD
This research went through several stages, namely:
1. Conceptual stage, which is formulating and limiting problems, reviewing relevant literature defining the theoretical framework, and formulating hypotheses.
2. The design and planning stage, which is choosing the research design, identifying the population under study, and designing methods to measure the research variables.
3. Stage of designing research data collection instruments
4. Empirical stage, which is by collecting data, preparing data for analysis
5. Analytic stage, which is doing data analysis and interpreting the results
6. Dissemination stage, which is designing research reports.

Location and Research Subject
This research was conducted at Workshop Ija Kroeng which is located at Jalan Teuku Umar Lr. Mahya No. 51, Setui, Banda Aceh. This study discussed the analysis of consumer attitudes towards brand equity in Ija Kroeng products in Banda Aceh. This discussion of this study was limited to the problem of analysing consumer attitudes towards brand equity in Ija Kroeng products in Banda Aceh. In this case the intended Ija Kroeng product is a product in the form of sarong which is a creation of Acehnese
young people who are uniquely designed with Acehnese characteristics such as Pinto Aceh motif, Kerawang Gayo motif, Rencong handle motif and cap Sikureueng motif. The original is black and white with the concept of a national standard local brand.

The type of data used was primary data and secondary data. Primary data was taken through interviewing respondents and using a list of questions that have been prepared. Secondary data was obtained from indirect sources. This secondary data was obtained from the product owner of IjaKroeng (Khairul Fahri Yahya) and various sources who could assist in the discussion of the existing problems. Respondents in this study were consumers of Ija Kroeng in Banda Aceh. The number of respondents taken as samples were 100 respondents, using convenience sampling technique.

LITERATURE REVIEW
Brand Equity
According to Kotler (2009: 86) brand equity is a positive differential effect caused by knowing the brand name of customer responses to the product or service. According to Kotler and Armstrong (2009: 357), brand equity is the value of a brand, depend on the extent to which the brand has high loyalty, awareness of name, quality received, strong brand associations, and other assets such as trademark patents and relationships channel.

According to Aaker in Durianto, Sugiarto, and Tony Sitinjak (2009: 4) brand equity can be grouped into five categories, namely:
1. Brand Awareness: shows the ability of prospective buyers to recognize or recall that a brand is part of a particular product category.
2. Brand Association: reflects the brand image of a certain impression.
3. Perception of Quality: reflects the customer's perception of the overall quality or superiority of a product.
4. Brand Loyalty: reflects the level of consumer engagement with the product brand.
5. Assets of ownership of other brands.

According to Aaker in Tjiptono (2009: 38) brand equity is a set of brand assets and liabilities associated with a brand, name and symbol, which adds or reduces the value of a product or service to the company and / or its customers.

Brand Equity Dimensions
According to Aaker in Durianto, Sugiarto, and Tony Sitinjak (2009: 4) brand equity can be grouped into five categories, namely:
1. Brand Awareness: shows the ability of prospective buyers to recognize or recall that a brand is part of a particular product category.
2. Brand Association: reflects the brand image of a certain impression.
3. Perception of Quality: reflects the customer's perception of the overall quality or superiority of a product.
4. Brand Loyalty: reflects the level of consumer engagement with the product brand.
5. Assets of ownership of other brands.

According to Durianto, et al (2009: 61), brand equity can provide value to the company, namely:
1. Strong brand equity can help a company in an effort to attract the interest of potential customers as well as efforts to establish good relationships with consumers and can eliminate consumer doubts about brand quality.
2. All elements of brand equity can influence consumer purchasing decisions because strong brand equity will reduce consumers’ desire to move to other brands.
3. Consumers who have high loyalty to a brand will not be easy to move to competing brands, even though competitors have made product innovations.
4. Brand associations will be useful for companies to evaluate the decision of brand extension strategies.
5. Companies that have strong brand equity can determine premium prices and reduce the company's dependence on promotion.
6. Companies that have strong brand equity can save money when the company decides to expand its brand.
7. Strong brand equity will create distribution channel loyalty that will increase the number of company sales.

8. Four strong core elements of brand equity (brand awareness, brand association, perceived quality, and brand loyalty) can increase the strengths of other brand equity such as consumer confidence, and others.

**Factors Affecting Brand Equity**

According to Aaker in Tjiptono (2009: 38) that there are five factors in brand equity, namely:

1. Brand awareness is an element of equity that is very important for the company because brand awareness can directly affect brand equity.
2. Brand associations as everything that is connected in consumer memory to a brand.
3. Perceived quality, consumer’s perception of the quality or excellence of a product or service in relation to the desired goals, compared to other alternatives.
4. Brand loyalty is a measure of consumer interest in a brand.
5. Other assets related to brands (other brand-related assets).

**Consumer Attitude Components toward Brands**

According to Sumarwan (2009: 82) stated that there are several models of consumer attitudes towards brands, namely:

1. The tricomponent attitude model (Triandis). Consumer attitude towards a product is formed from three components, namely trust (cognitive), emotional (affective), and desire to behave (conative).
2. Multi attribute attitude model (Fishbein). The multi attribute model explains that the consumer's attitude towards an attitude model (product or brand) is very much determined by the consumer's attitude towards the attributes evaluated. The model is called multi attribute because consumer evaluation of objects is based on its evaluation of many attributes possessed by the object.
3. Ideal point model (ideal-number model) explains that this ideal number model provides information about consumer attitudes towards a product’s brand and can also provide information about the ideal brand perceived by consumers.

According to Simamora (2008: 157) the attitude towards brands has four functions, namely:

1. Adjustment function
   The adjustment function directs objects that are pleasing or beneficial and keep people away from unattractive or unwanted objects. In this context, it applies the concept of maximizing luck and minimizing losses.
2. The function of ego defence
   The attitude formed to protect the ego is a manifestation of the ego defence function. In fact, there are many expressions of attitude that reflect the opposite of what people perceive solely to maintain ego.
3. Value expression function
   With an attitude, someone is possible to express the values he believes. That is, everyone will try to translate the values he believes in the context of a more real attitude.
4. Knowledge function

Humans have a tendency to view their world from the point of view of order. This tendency forces people to hold on to consistency, definition, stability, and understanding of their world.

According to Kotler and Keller (2009: 57) the factors that influence consumer attitudes toward the brand itself, as follows:

1. Social Factors
   a. Group (reference group)
   b. Family Influence
   c. Roles and Status

2. Personal factors
   a. Economic Situation
   b. Lifestyle
   c. Personality and Self Concept
   d. Age and Life Cycle
   e. Occupation

3. Psychological Factors
   a. Motivation
   b. Perception
   c. Learning
   d. Beliefs and Attitude

4. Cultural factors
   a. Subculture
   b. Social Class

According to Kotler (2009: 203) the factors that influence consumer attitudes toward brands are culture, social factors, personal, psychological. Some of these factors are not considered by marketers but actually must be reckoned in order to find out how far the factors of consumer behaviour affect consumer purchases.

RESULT DISCUSSION

Overview of Ija Kroeng

Local wisdom in sarong has been widely known since the days of the kingdom of Aceh Darussalam in the 17th century. Versatile fabrics that can be used by the community for various opportunities also become clothing across caste, age and gender. The culture of sarong for the people of Aceh has been known since childhood by Cek Loe (Khairul Fajri Yahya), because almost every day the children are reciting in a mosque or other recitation place wearingsarong. In addition to accompanying the daily lives of the Acehnese people, sarongs also present at every special event such as being a complementary to traditional clothing and being one of the contents of delivery that must be provided at the Acehnese community wedding procession.

According to Cek Loe the story of a sarong or in the local language called Ija Kroeng is not limited to clothes, but is a cultural identity.

The first idea to give the brand name of Ija Kroeng is in the daily life of the community, the word to mention the sarong is Ija Kroeng. And so far the name of a product is rarely used as a brand name, but for Ija Kroeng, in Acehnese society it is indeed a term that is familiar to every community. So that the use of the Ija Kroeng name is expected to be easily recognized by the public, because in Aceh, once people call the Ija Kroeng, then surely everyone will understand that it is a sarong.

Ija Kroeng’s product was officially registered in March 2015, the copyright of Ija Kroeng was also legalized by Intellectual Property Rights (IPR).

Ija Kroeng is produced from 100% of high quality cotton, which is imported from outside Aceh and besides that Ija Kroeng is also made with "handmade". Included in providing motifs that are painted directly with quality fabric paint and do not fade. So that everyone who wear Ija Kroeng’s products is always satisfied. Many consumers are satisfied with Ija Kroeng’s products, so there are some consumers who specifically order sarong for the needs of Ramadan and Eid. Workshop Ija Kroeng usually provides special motif every year for important moments for the community, such as the month of Ramadan and Eid.

The Ija Kroeng was firstly produced with a plain motif, namely black and white. Then over time it was developed with the Kerawang Gayo motif in October 2015, with a painting motif. A few months later the process painting motif of the sarong already used a printing machine. And today Ija Kroeng’s products have been produced more modern and modified more beautiful, for example with Rencong handle motifs, modified Aceh door motifs, king stamp motifs (sikureueng stamp), and continue to be developed in a variety of unique Acehnese motifs.
For market share, Cek Loe is still focused on consumers in Aceh. Because in Aceh there is no community that does not have a sarong, from this consideration, Cek Loe can calculate the need for sarong for the people of Aceh every year. Because today the need for sarong in Aceh is still imported from outside Aceh.

So far, sarong is identical with square or stripe, well, today Ija Kroeng wants to introduce a different, trendy and modern design, so that it can be worn by everyone from anywhere, from young people to even old people will be satisfied and comfortable in wearing sarong with Ija Kroeng brand.

**Instrument Testing Results**

**Validity Testing**

Table 4.1

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Tot Item</th>
<th>Value $R_{calc}$</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand Equity (Y)</td>
<td>5</td>
<td>0.761</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Consumer Attitudes (X)</td>
<td>5</td>
<td>0.719</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Based on Table 4.1, the results of testing the validity of each variable are:

1. Brand Equity Variables (Y)
   The results of validity testing for brand equity variable (Y) consisting of 5 (five) statement items are denoted by the item code A1, A2, A3 to A5, showing the lowest $r_{count}$ value of 0.503, this number is greater than the $r_{table}$ value ($n = 100$) was 0.194, so that it can be interpreted that all statement items related to the brand equity variable are declared valid.

2. Consumer Attitude Variable (X)
   Validity testing results for the consumer attitude variable (X) which consists of 5 (five) statement items denoted by the item code C1, C2, to C5, shows the lowest $r_{count}$ value of 0.413, this number is greater than the $r_{table}$ value ($n = 100$) of 0.194, so it can be interpreted that all statement items related to consumer attitudes are declared valid.

Based on the elaboration above it is clear that all statement items in each research variable namely brand equity and consumer attitudes are declared valid, which means the questionnaire used for data collection can be used to measure what should be measured.

**Reliability Testing**

Table 4.2

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Item</th>
<th>Value $R_{calc}$</th>
<th>Value $R_{table}$ (N=100)</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand Equity (Y)</td>
<td>A1</td>
<td>0.659</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A2</td>
<td>0.752</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A3</td>
<td>0.503</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A4</td>
<td>0.749</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A5</td>
<td>0.659</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>Consumer Attitudes (X)</td>
<td>C1</td>
<td>0.606</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C2</td>
<td>0.626</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C3</td>
<td>0.551</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C4</td>
<td>0.685</td>
<td>0.194</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C5</td>
<td>0.413</td>
<td>0.194</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2018 (processed)
Analysis of Consumer Attitudes towards Brand Equity in Ija Kroeng Products City Banda Aceh

T test (Partial)

The t (partial) test was conducted to find the effect of the independent variable on the dependent variable in the regression equation partially by assuming other variables which are considered constant. The t test was done by comparing the value of \( t_{\text{count}} \) with the value of \( t_{\text{table}} \), namely:

The hypothesis for the variable consumer attitudes showed the value of \( t_{\text{count}} > t_{\text{table}} \) (2.051> 1.984), then partially the consumer attitude has a significant effect on brand equity in Ija Kroeng products in Banda Aceh, so the hypothesis \( H_a \) is accepted. For more details about the results of the t test as a benchmark for testing hypotheses, see Table 4.3

<table>
<thead>
<tr>
<th>Form of Test</th>
<th>Statistical Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partial testing</td>
<td>( t_{\text{count}} )</td>
<td>( t_{\text{table}} )</td>
</tr>
<tr>
<td>Consumer attitude</td>
<td>2.051</td>
<td>1.984</td>
</tr>
</tbody>
</table>

Source: Primary Data (Processed), 2018.

Based on Table 4.3 it is clear that partially consumer attitudes have a significant effect on brand equity in Ija Kroeng products in Banda Aceh. This means that consumer attitudes can significantly increase brand equity in Ija Kroeng products in Banda Aceh.

CONCLUSIONS

Based on the results of the research researchers have carried out, it can be concluded as follows:

Consumer attitudes affect the brand equity of Ija Kroeng products in Banda Aceh, with a value of \( t_{\text{count}} > t_{\text{table}} \) (2.051> 1.984). This shows that the positive attitude shown by consumers on consumer attitudes will increase the brand equity in Ija Kroeng products in Banda Aceh.

That partially consumer attitudes have a significant effect on brand equity in Ija Kroeng products in Banda Aceh. This means that consumer attitudes can significantly increase brand equity in Ija Kroeng products in Banda Aceh.

Suggestions

- Ija Kroeng products must continue to be maintained in quality and continue to improve product innovation with unique designs and motifs that lift Aceh's characteristic,
- Improving product quality so that it can survive with unique designs and motifs that have become the characteristic of Ija Kroeng products.
- Innovating product packaging to attract consumers to buy Ija Kroeng products.
- Providing all the up to date information to consumers about the current designs and motifs of Ija Kroeng.
- In further research the results of this study are expected to also be a complementary reference for further research and for next researchers to add other variables that can affect brand equity such as product quality, brand awareness, brand associations and others.

REFERENCES


