The Effect of Destination Brand Awareness on Destination Brand Loyalty Through Brand Image, Perceived Brand Quality, Brand Value and Brand Satisfaction in Banyuwangi City As a Tourism Objective

Heri Subagyo
Doctoral Candidate of Doctoral Program,
Economics of Faculty of Economics,
Business of University of 17 Agustus 1945, Surabaya, Indonesia

Ujianto
Lecturer of FEB,
University of 17 Augustus 1945 Surabaya

Nanis Susanti
Lecturer of FEB,
University of 17 Augustus 1945 Surabaya

ABSTRACT
This research is about the Influence of Destination Brand Awareness on Destination Brand Loyalty Through Brand Image, Perceived Brand Quality, Brand Value and Brand Satisfaction in Banyuwangi City as a Tourism Destination. The study population was tourists visiting Banyuwangi City in East Java from March to May 2018. Using SEM rules, the sample size was 250 respondents. Test models with Generalized Least Square Estimation (GLS), structural equation model analysis (SEM), Purposive sampling method in incidental sampling and assistance with Amos 24 software, on 250 respondents. The test results show the model (fit) seen from the values of GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF, respectively at 0.916, 0.902, 0.951, 0.954, 0.074 and 0.977 all of which are within the range of expected values so that the model can be accepted. The results of the study show that: 1). Destination brand awareness affects the destination brand image. 2). Decination of brand awareness has an effect on destination brand value. 3). Destination brand image has no significant effect on destination brand quality. 4). Destination brand image affects destination brand value. 5). Destination brand image influences destination brand loyalty. 6). Destination brand quality affects destination brand value. 7). Destination brand quality affects destination brand loyalty. 8). Destination brand value influences destination brand satisfaction. 9). Destination brand value affects destination brand loyalty. 10). Destination brand satisfaction affects destination brand loyalty.

Keywords: Destination brand awareness, Destination brand image, destination brand value, Destination brand satisfaction, destination brand loyalty.

INTRODUCTION

Background of Study
In Indonesia and some the other countries, City Branding has become a contemproray design for local goverrments to promote tourism in recent years. Its application, mostly through marketing tourism, by defining and communicating the characteristics of tourist locations. In Seoul city, to develop new images and improve the competitiveness of cities in the long run of tourism, the city public design must continue to be fostered. meanwhile, to improve tourism competitiveness, Taipei has made a mega-event policy that can create a more attractive place

internationally, both physical city and economy for foreign tourist (Tran Trung Vinh et al., 2017).

Regency/city of Banyuwangi is present with the tagline" Majestic Banyuwangi " which is a combination of art, cultural and natural tourism destination. In 2018 Banyuwangu had 77 events and 3 of them entered inside Calendar of Event Wonderful Indonesia.

The following festival in Bnayuwangi are included in WI CoE 2018
1. Banyuwangi Ethno Carnival (BEC), 10 November 2018 one of the biggest Banyuwngi this is included in the TOP 10 National Events (EoE WI) Wonderful of Indonesia.
2. International Tour de Banyuwangi Ijen (ITdBI). A total of 99 racers from 21 countries participated in the International tour de Banyuwangi Ijen 2016. on the first stage, drivers took a 171 km route. 99 racers from 21 countries participated in the International Tour de Banyuwangi ijen in 2016.
3. Gandrung Sewu, Festival Gandrung Sewu with the theme Podo Nonton showing fragments about the struggle of Banyuwangi people against invaders on Boom Banyuwangi Beach,

Information on tourist to Banyuwangi, in Figure 1.2, shows the existence of a band between what has been done and the reality obtained. For conducted.

Data on Tourist Visits to Banyuwangi:

Figure 1 Data on Tourist Visits to Banyuwangi
Sumber: Banyuwangi.go.id

LITERATURE REVIEW
Valentina et al. (2015), in jourmal Customer satisfaction in a tourist destination: The case of tourism offer in the city of Naples.Valentina Della Corte*, Mauro Sciarelli, Clelia Cascella,

Giovanna Del Gaudio Department of Economics, Management, Institutions, University of Naples Federico II, Naples, Italy; which examine the effects of some destination attributes on customer satisfaction. According to much scientific literatures, tourist satisfaction can affect several behaviors such as customer retention and increasing word of mouth.

Empirically it is said that global tourist satisfaction is measured using the partial satisfaction index. In particular, this study analyzed: 1. Services provided by the city (i.e.public transportation and perceived security, etc), 2. Service offered by local companies (i.e. hotels, restaurants, nightclubs, etc.); and 3. Other services, provided by public Administration and local companies, such as cultural events (Cooper, Fletcher, Gilbert, Wanhill, 1993; Della Corte, 2009). In a study conducted ion a city in Southern Italy, Naples, it was found that Naples did not have a clear image of purpose. As a result, tourists visiting Naples are not fully satisfied. More precisely, Naples is symbolized by a very conflicting image: on the one hand, it is related to the tradition of excellent food and natural and artistic beauty. But, on the other hand, it is considered a dirty place and is characterized by crime and disorganization. In addition, the magnitude of cultural, historical and Neapolitan cultural heritage is less based on tourist perceptions . from this study, it is known that tourist satisfaction depends on a complex process in which the roles of each actor are fundamental and must be in harmony with all others

Ali Hussein et al. (2013), in journal Investigation into Brand Value Dimensionality and Its Effects on Loyalty: Evidence from the High-Tech Brand scape in Saudi Arabia by Ali Hussein AlMakrami. Brunel Business School Brunel University June 2013 said that the past 30 years, the concept of value is very important and relevant to current marketing research and practice and has often been included as a "top research area" by the Institute of Marketing Science [2002-2004] (Kainth & Verma, 2011) and [2006-2008] (Sanchez-Fernandez & Iniesta-Bonillo, 2007). Indeed, current marketers, perhaps more recognizing the increasing legitimacy of consumer value research. (Dodds et al., 1991; Ryu et al., 2008). In general, in all value orientation, consumer value is a concept that has useful implications for marketing management (Day, 1999; Gale, 1994; Nilson, 1992) to attract the new client and maintain a customer loyalty base (Christopher, 1996; Koller et al., 2011).

However, research in the field of consumer and brand value tends to be somewhat different, disconnected, dominated by economic and atheoretical view. In an effort to expand understanding of the discipline further and help promote brand loyalty, integrative measurement of constructive brand value, together with a conceptual framework consisting of Independents, dimensions and consequence of brand value has been discussed and tested in the Middle East context with student in Arabic Saudi. Based on research findings and existing framework, it can be concluded that the increase in brand value can increase brand loyalty.

Abdel (2013), in journal Analysis of the Antecedent of Customer-Based Brand Equity and its Application to Multiple Destination. Dr. Abdel Fattah Al-Azzam (2013) Faculty of Economics and Administrative Sciences, Zarqa University, Jordan. who examined empirical information about building a destination brand model through a customer based brand equity model with reliable and valid data. The proposed model was tested with survey samples, in Jordan. This finding provides support for the concept of Customer-based brand equity and confirm its application to tourism destinations. Furthermore, according to critical analysis of the literature; theoretical and empirical, there is a need to better understand and evaluate the relationship between DBL (destination brand loyalty) and the factors that influence it . Theory of Brand Equity Acceptance Model used as the theoretical basis of this research. Five factors, namely DBA (destination Brand Awareness), DBI (Destination Brand Image), DBS (Destination

Brand Salience), DBS at (Destination Brand Satisfaction) also DBL (Destination Brand Loyalty) also tested The results showed that there was a significant positive relationship between the five factors above.
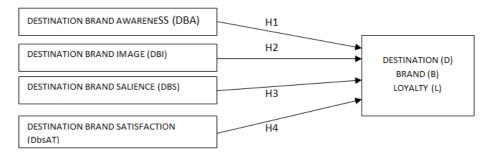

Figure 2 Model Abdel Fattah Al-Azzam (2013)

Also deep Antecedent and Mediator of Destination Brand Loyalty Among International Tourist in Jordan Abdeel Fattah Al-Azzam and Iyad A.A. Khanfar, (2014) Faculty of Economic and Administration Science, Arca University, Jordan said that the purpose of this paper is to:
Identifies the direct influence of significance from DBP (Destination Brand Promotion) and DBQ (Destination Brand Quality) pada DBL (Destination Brand Loyalty) between international tourist.
   a. Test the effect of direct significance from DBP and DBQ on DPV (Destination Perceived Value).
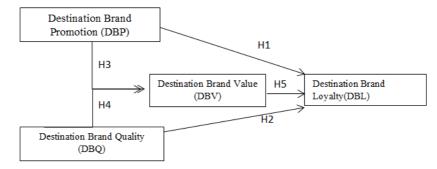   b. Knowing the influence of mediation effect (DPV) on the relationship of DBP, DBQ, and DBL

Figure 3 Model Abdeel Fattah Al-Azzam and Iyad A.A. Khanfar (2014)

The results of several regressions show a significant and positive relationship between destination brand promotion, destination brand quality, and destination brand value. And destination brand value is mediating in the relationship between Destination Brand Promotion, Destination Brand Quality and Destination Brand Loyalty.

Statement of The Problem
After going through an in-depth study of Banyuwangi brand destinations, as a sunrise of java with a variety of tourism potential and a diversity of social and traditional cultures, so the problems and focus of research are direct at:
   1. whether a *destination brand awareness* (DBA) significant effect on a *destination brand image* (DBI) ?.
   2. whether a *destination brand awareness* (DBA) significant effect on a *destination brand value* (DBV) ?.

3. whether a *destination brand image* (DBI) significant effect on a *destination brand quality* (DBQ) ?.
4. whether a *destination brand image* (DBI) significant effect on a *destination brand value* (DBV) ?.
5. whether a *destination brand image* (DBI) significant effect on a *destination brand loyalty* (DBL) ?.
6. whether a *destination brand quality* (DBQ) significant effect on a *destination brand value* (DBV) ?.
7. whether a *destination brand quality* (DBQ) significant effect on a *destination brand loyalty* (DBL) ?.
8. whether a *destination brand va*lue (DBV) significant effect on a *destination brand satisfaction* (DBSat) ?.
9. whether a *destination brand value* (DBV) significant effect on a *destination perceived loyalty* (DPL) ?.
10. whether a *destination brand satisfaction* (DBSat) significant effect on a *destination perceived loyalty* (DPL) ?.
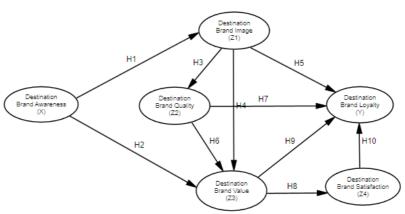
Conseptual Framework

Figure 4
Researh of conceptual framework

Hypothesis of Research

1. Destination brand awareness has a significant effect on destination brand image
2. Destination brand awareness has a significant effect on destination brand value
3. Destination brand image has a significant effect on destination brand quality
4. Destination brand image has a significant effect on destination brand value
5. Destination brand image has a significant effect on destination brand loyalty
6. Destination brand quality has a significant effect on destination brand value
7. Destination brand quality has a significant effect on destination brand loyalty
8. Destination brand value has a significant effect on destination brand satisfaction
9. Destination brand value has a significant effect on destination perceived loyalty
10. Destination brand satisfaction has a significant effect on destination perceived loyalty

RESEARCH METHOD

This study uses quantitative approach as a framework for this study to test hypothesis (Ridwan, 2019; Ridwan, 2017; Ridwan and Marti, 2012). In this chaphter using a *Purposive sampling* method in incidental sampling. In this reseacrh, the estimated is used *Generalized Least Square Estimation* (GLS), and the minimum number of samples studied was 210 respondents, (21 indikator x 10). These provisions are in accordance with the provisions that use the reference (Hair *et al.*, 2014, Ferdinand, 2016: 85) as follows:

1. 200 - 300 sample for technique *Generalized Least Square Estimation* (GLS).
2. Depends on the number of parameters estimated. The route is 5-10 times the estimated number of meters.
3. Depends on the number of indicators used in all latent variables. The number of samples is the number of indicators multiplied by 5 to 10.

In this study the number of samples studied was 250 respondents, this was done so that the adequacy of the sample was fulfilled.

Variabel research
1. Variabel Destination Brand Awareness (DBA).
2. Variabel Destination Brand Image (DBI)
3. Variabel Destination Brand Quality (DBQ)
4. Variabel Destination Brand Value (DBV)
5. Variabel Destination Brand Satisfaction (DBSat)
6. Variabel Destination Brand Loyalty (DBL)

The analysis carried out in this study are as follows:

Descriptive Analysis; Test Validity and Reliability : -Validity test - Reliability Test
Three criteria for determining instrument validity in SEM are:
1) indicator reliability,
2)   construct reliability,
3)   variance extracted.

DISCUSSIONS
Test of Research Model
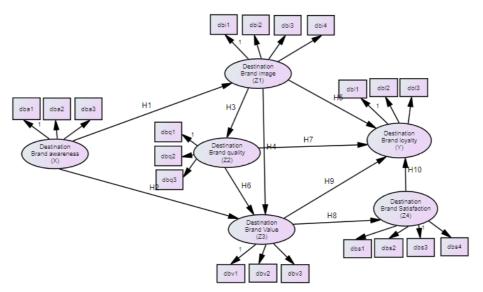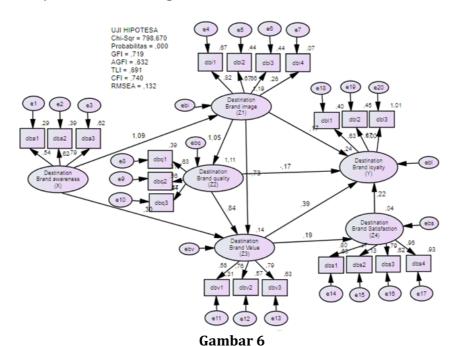The model test in this study uses the AMOS version 2.2 program. The research model is shown in Figure 4.1.

Figure 5
Research SEM Analysis Model
Source: Processed results by researchers (2019)

Based on Figure 4.1. can be explained several things as follows:

1. There are six latent variables on the model that will be tested, namely: Destination Brand Awareness (X), Destination Brand Image (Z1), Destination Brand Quality (Z2), Destination Brand Value (Z3), Destination Brand Satisfaction (Z4), and Destination Brand Loyalty (Y).

2. Destination Brand Awareness is formed by 3 indicators, namely: First Choice, Characteristic, and Famous Match.

3. Destination brand image is formed by 4 indicators, namely: The level of relevanceof the brand image with the destination, according to personality, the same image destination with personal image, and interesting culture.

4. Destination brand quality is formed by 3 indicators, namely: Ease of access, lodging facilities, and in accordance with expectations.

5. Destination Brand Value is formed by 4 indicators, namely: Comfort, Fairness of costs, Fun and Benefit.

6. Destination Brand Satisfaction is formed by 4 indicators, namely: Satisfied with tourist objects, Satisfied with facilities, Satisfied with services, and Satisfied with security.

7. Destination brand loyalty is formed by 3 indicators, namely: Strongly recommended, Full commitment event price change, and Always positive communication.

Structure of the Research Model

The initial model of research (Proposed Model) that has been made was analyzed by structural equation model with AMOS 2.2 software. The results of the analysis from the initial model (independence model) can be seen in Figure 5.8 and Table 5.22.
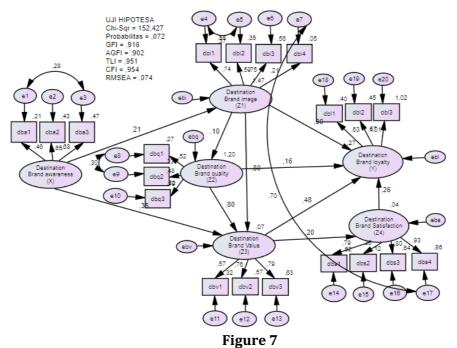

Gambar 6
Structural Early Research Model (Proposed Model)
Source: Processed results by researchers.

Subagyo, H., Ujianto., & Susanti, N. (2019). The Effect of Destination Brand Awareness on Destination Brand Loyalty Through Brand Image, Perceived Brand Quality, Brand Value and Brand Satisfaction in Banyuwangi City As a Tourism Objective. *Archives of Business Research, 7(8),* 211-225.

Tabel 5.22
Goodness of Fit Index Structrual Proposed Model

No	Goodness of Fit Index	Cut-off Cite	Hasil Uji Model	Description
1	χ2 / Chi-Square		798,670	Must be smalll
2	Significance probability	≥ 0,05	0,000	less
3	GFI	≥ 0,90	0,719	Less
4	AGFI	≥ 0,90	0,632	Less
5	TLI	≥ 0,95	0,691	Less
6	CFI	≥ 0,94	0,740	Less
7	RMSEA	≤ 0,08	0,132	Less
8	Relative χ2 (CMIN/DF)	≤ 2,00	4,992	Less

Sumber: Process Research with Amos (lampiran 6)

Figure 7
Structural Model Research (*Final Model*)
Sumber: Research Process with Amos (lampiran 7)

Tabel 5.23
Estimated Parameter *Proposed Model*

Regression Weights	Estimate	Standardized Estimate	S.E.	C.R.	P
Image <-- Awareness	1,720	1,092	0,217	7,923	0,000
Quality <-- Image	0,763	1,054	0,071	10,687	0,000
Value <-- Awareness	0,373	0,303	0,391	,954	0,340
Value <-- Quality	0,907	0,841	0,866	1,048	0,295
Value <-- Image	0,570	0,730	0,802	,711	0,477
Satisfaction <-- Value	0,327	0,189	0,139	2,360	0,018
Loyalty <-- Value	0,480	0,394	0,130	3,683	0,000
Loyalty <-- Satisfaction	0,155	0,221	0,051	3,047	0,002
Loyalty <-- Image	0,158	0,167	0,468	0,338	0,735
Loyalty <-- Quality	0,222	0,169	0,585	0,379	0,705

Source: Process by Researcher (lampiran 6)

Meanwhile the values of GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF were 0.916, 0.902, 0.951, 0.954, 0.074 and 0.977 all in the range of expected values so that the model could be accepted (Table 5.24).

Tabel 5.24.
Goodness of Fit Index Structural Final Model

No	Goodness of Fit Index	Cut-off Cite	Reseach test Model	Description.
1	χ^2 / Chi-Square		152,427	Good
2	Significance probability	$\geq 0,05$	0,072	Good
3	GFI	$\geq 0,90$	0,916	Good
4	AGFI	$\geq 0,90$	0,902	Good
5	TLI	$\geq 0,95$	0,951	Good
6	CFI	$\geq 0,95$	0,954	Good
7	RMSEA	$\leq 0,08$	0,074	Good
8	Relative χ^2 (CMIN/DF)	$\leq 2,00$	0,977	Good

Source: Process by Reseacher (lampiran 7)

Parameter Testing

To find out the causality relationship between each variable, a null hypothesis is tested which says that the regression coefficient between relationships is zero through the t test in the regression model.

Tabel 5.25
Estimasi Parameter Final Model

Regression Weights		Estimate	Standardized Estimate	S.E	C.R.	P
Image <---	Awareness	1,034	0,214	0,295	6,905	0.000
Quality <---	Image	0,016	0,096	0,085	0,469	0,246
Value <---	Awareness	0,505	0,345	0,304	2,662	0.000
Value <---	Quality	1,070	0,802	0,023	6,159	0.000
Value <---	Image	0,694	0,795	0,054	5,920	0.000
Satisfaction <---	Value	0,343	0,199	0,141	2,426	0.000
Loyalty <---	Value	0,582	0,485	0,150	3,877	0.000
Loyalty <---	Satisfaction	0,183	0,262	0,051	2,568	0.000
Loyalty <---	Image	0,310	0,214	0,357	2,868	0.000
Loyalty <---	Quality	0,260	0,164	0,460	2,567	0.000

Source: Process by Researcher (lampiran 7)

Table 5.26, shows in detail the p value and path coefficient between variables.

Tabel 5.26
Inter Variable Path Coefficient

Relationship Structure		Path Coefisient	Value of C.R.	Probability (*P value*)	Description Sig. ≤ 0,05
Awareness →	Image	0,214	6,905	0,000	Significant
Awareness →	Value	0,345	2,662	0,000	Significant
Image →	Quality	0,096	,469	0,246	Non Sig
Image →	Value	0,802	6,159	0,000	Significant
Image →	Loyalty	0,214	2,868	0,000	Significant
Quality →	Value	0,802	6,159	0,000	Significant
Quality →	Loyalty	0,164	2,567	0,000	Significant
Value →	Satisfaction	0,199	2,426	0,000	Significant
Value →	Loyalty	0,485	3,877	0,000	Significant
Satisfaction →	Loyalty	0,262	2,568	0,000	Significant

Sumber: Process by Researcher (lampiran 7)

Determination Coefficient Analysis (R2)

The influence analysis between latent variables is done to test how much the influence of the between latent variables formed or percentage variance between variables can be explained as shown in Table 5.27.

Tabel 5.27.
Determinant Coefisient (R²)

Variabel Laten	Square Multiple Correlation (R²)	Description
Destination Brand Satisfaction (Z4)	0,640	Contribution the effect of X, Z1, Z2, and Z3 simultaneous against Z4 by 64,0%
Destination Brand Loyalty (Y)	0,871	Contribution the Effect of X, Z1, Z2, , Z3 and Z4 simultaneous against Y by 87,1%

Source: Process by Researcher (lampiran 7)

Table 5.27, shows the following:

a. 64.0% variable in the destination brand satisfaction variable can be explained by variable destination brand awareness, destination brand image, destination brand quality, and destination brand value.

b. 87.1% of the variable in the Destination Brand Loyalty variable can be explained by the variable destination brand awareness, destination brand image, destination brand quality, destination brand value and destination brand satisfaction. While the remaining 12.9% is explained by factors not found in this study.

Hipotesis Testing

Tabel 5.28: Research Hypothesis Test Results

HIPOTESIS	STATEMENT	RESULT
First	*Destination brand awareness has significant effect to destination brand image*	**Accepted**
Second	*Destination brand awareness has significant effect to destination brand value*	**Accepted**
Third	*Destination brand image has no significant effect to destination brand quality*	**Not Acceptd**
Fourth	*Destination brand image has significant effect to destination brand value*	**Accepted**
Fifth	*Destination brand image has significant effect to destination brand loyalty*	**Accepted**
Sixth	*Destination brand quality has significant effect to destination brand va*lue	**Accepted**
Seventh	*Destination brand quality has significant effect to destination brand loyalty*	**Accepted**
Eighth	*Destination brand value has significant effect to destination brand satisfaction*	**Accepted**
Nineth	*Destination brand has significant effect to va*lue *destination perceived loyalty*	**Accepted**
Tenth	*Destination brand satisfaction has significant effect to destination perceived loyalty*	**Accepted**

Source: Process by Reseacher (2019)

CONCLUSIONS

Conclusion

1. Destination brand awareness has a significant effect on the destination brand image.
2. Destination brand awareness has a significant effect on destination brand value,
3. Destination brand image has no significant effect on destination brand quality,
4. Destination brand image has a significant effect on destination brand value.
5. Destination brand image has a significant effect on destination brand loyalty,
6. Destination brand quality has a significant effect on destination brand value
7. Destination brand quality has a significant effect on destination brand loyalty,
8. Destination brand value has a significant effect on destination brand satisfaction,
9. Destination brand value has a significant effect on destination brand loyalty,
10. Destination brand satisfaction has a significant effect on destination brand loyalty,

SUGGESTIONS

1. Improving Banyuwangi's destination brand awareness, by designing a promotion strategy.
2. Increasing destination brand image, especially by improving the image of lodging services, especially the existence of homestays that start to be managed professionally.

3. Increase destination brand quality, by increasing the convenience of affordable public transportation modes,
4. Increasing Banyuwangi's destination brand satisfaction, especially by increasing tourist satisfaction

BIBLIOGRAPHY

Aaker D.A. and A. Biel Eds. (1992). *Building strong brands* Hillsdale, NJ: Lawrence Erlbaum Associates.

Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Rev*. 38(Spring): 102-120.

Abdel Fattah Al-Azzam, 2013. Analysis Of The Antecedents Of Customer-Based Brand Equity And Its Application To Multiple Destinations, *Interdisciplinary Journal Of Contemporary Research In Business*, September 2013, Vol5, No 5, 71-90

Adikurnia M I (2018). Banyuwangi Sumbang Acara Paling Banyak untuk Kalender Wisata Indonesia, Kompas.com

Agus Pambagio (2018). Data, Target dan implementsi Sektor Pariwisata, *detik news.com* Februari 2018

Ahmed Rageh Ismail, Gabriella Spinelli (2012). "Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 16 Issue: 4, pp.386-398,

Asdep Litbangjakpar (Kemenpar, 2012). Data Perkembangan Kunjungan wisnas 2010-2016

Ashworth dan Goodall (1990). *Marketing tourism places*, English book, illustrated edt

Baker (2012). *Destination Branding for small cities*, second edt, the essential forsuccessful places branding

Awan dan Rehman (2014). Impact of customer satisfaction on brand loyalty an empirical analysis of home appliances in Pakistan. *British Journal of Marketing Studies* Vol.2,No.8,18-32 December 2014

Banyuwangikab.go.id

Bak Jensen (1989). *Marketing a touris destination, definition*, differences fro Marketing in general

Bieger, T. (1998). Reengineering destination marketing organisations: The case of Switzerland. *Tourism Review*, 53(3), 4-17.

Burkart dan Medlik (1981). Tourism, Past, Present and Future, United Kingdom Baloglu & McCleary, 1999). A model of destination image formation. Open *Journal of Business and Management*, Vol.3 No.1, January 16,

Blain, C., Levy, S.E., & Ritchie, J. R. B. (2005). Destination Branding: Insights and Practices from Destination Management Organizations. *Journal of Travel Research,* 43(4), 328-338

Boo, S. (2008). *Multidimensional model of Destination brands: An application of customer-based brand equity*, 1-180

Boo, S. (2009) *A model of customer-based brand equity and its application to multiple destinations*, 30(2):219-231, April 2009

Botterill, D. T. , & Crompton, J. L. (1996). Two case studies exploring the nature of the tourist's experience. *Journal of Leisure Research*, 28(1), 57–82

Buhalis, D. (2000). Marketing the competitive destination of the future.*Tourism Management*, 21 (1), 97–116

Cai, L.A. (2002). Cooperative branding for rural destinations.*Annals of Tourism Research*, 29(3), 720-74

Chen, J.S., and C.H.C. Hsu (2000). "Measurement of Korean Tourists' Perceived Images of Overseas Destinations." *Journal of Travel Research*, 38 (May): 411-416

Chen, C. and Chen, F. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*,

Cho, et al (2016). The Effects of Brand Familiarity on Perceived Risk, Attitude, and Purchase Intentions toward an Intimate Apparel Brand, *Proceedings .Vancouver*, British Columbi

Christine A. Vogt, Kathleen L. Andereck (2003). Destination perceptions across a vacation, *Journal Travel Reseearch*, vol 41, issued no. 4 , pages 348-354

Cretu, A.E and Brodi, RJ (2005). The influence of brand image and company reputation where manufacturers market to small firms: A customer value *perspective Industrial Marketing Management* 36 (2007) 230 – 240

Cronin, Brady, dan Hult (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, Volume 76(2) pp. 193–218

Dimitrios Buhalis and Aditya Amaranggana (2014). Smart Tourism Destinations Enhancing Tourism Experience Through Personalisation of Services School of Tourism, Bournemouth University, Poole, UK Dobni, D & Zinkhan, GM (1990) In Search of Brand Image: A Foundation Analysis. Advances in Consumer Research, 17, 110-119.

Duncan, T (2005). *Principles of advertising & IMC*, 2 nd edition Published Chicago, IL: McGraw-Hill/Irwin.

de Chernatony, Dall'Olmo Riley, F(1998). Modelling the components of the brand", *European Journal of Marketing*, Vol. 32 Issue: 11/12, pp.1074-1090

Ene, dan Özkaya (2014). A Study on Corporate Image, Customer Satisfaction and Brand Loyalty in the Context of Retail Store. *Asian Social Science*, Vol. 10, No. 14; 2014

Eggert, A. and Ulaga, W. (2002). Customer Perceived Value: A Substitute for Satisfaction in Business Markets?. *Journal of Business & Industrial Marketing*, 17, 107-118

Ekinci, & Uysal, (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research* 59(5):638-642-May 200

Faisal Basri, (2017). *Daya beli masyarakat tidak melemah*, Detik Finance, February 17

Ferdinand, Augusty (2015). *Structural Equation Modelling (SEM) Dalam Penelitian Manajemen*, Fakultas Ekonomi Universitas Diponogoro, Semarang.

Framke dan Sorensen (2002). *Performing touris places*

Gartner, W and K, Ruzzler (2010).Tourism Destination Brand Equity Dimensions Renewal versus Repeat Market, *Journal of Travel Research*

Gardner, B.B. and Levy, S.J. (1955). The Product and the Brand. *Harvard Business Review*, March-April, 33-3

Gallarza, M., Saura, I & García, H. (2002). Destination image: Towards a conceptual framework, *Annals of Tourism* 29, 56-78.

Gartner, WC, Tasci, ADA, So, SIA (2007). *Branding Macao: an application of strategic branding for destinations*. In: 2nd International Conference on Destination Branding and Marketing: New Advances and Challenges for Practice. Macao SAR, China, 17–19 December 200

Hair Jr. J. F, Hult G. T., Ringle C. M., and Sarstedt M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. California: SAGE Publication.

Hankinson G, Cowking P (1993). *Branding in action*. McGraw-Hill, Maidenhead

Horvath & Frechtling (1999). Estimating the Multiplier Effects of Tourism Expenditures on a Local Economy Through a Regional Input-Output Model,   *Journal of Travel Research* 37(4):324-332 · May 199

Jago, L., Chalip, L., Brown, G., Mules, T. & Ali, S. (2003). Building events into destination branding: insights from experts. Event Management, 8(1), 3 -14

Jago.L. K., dan Mc.Ardle.K (1999). A Temporal, spatial and thematic analysis of Victoria's special events. Research paper. *CAUTHE National Research Conference*, Adelaide, pp. 113-124

Javalgi (1992). US Pleasure Travellers' Perceptions of Selected European Destinations. *European Journal of Marketing*, Vol. 26 Issue: 7, pp.45-64,

Jefferson dan Lickorish, (1991). *Marketing Tourism*: A Practical Guide

Jung, Lee Hee; Soo, Kang Myung (2010). The Effect of Brand Experience on Brand Relationship Quality, *Academy of Marketing journal*, vol 16 no.1

Kashif (2015). *Brand equity of lahore fort as a tourism destination brand*. Evaluated by double blind review process. Scientific Editor: Eric Cohen

Keller (2008). *Strategic Brand Management*, 3E Provides Insights Into How To Create Profitable Brand Strategies By Building, Measuring, And Managing Brand Equity.

Kim, S. H., Han, H. S., Holland, S. & Byon, K.K. (2009). Structural relationships among involvement, destination brand equity,satisfaction and destination visit intentions: The case of Japanese outbound travelers. *Journal of Vacation Marketing* 15, 349-365.

Konecnik dan Gartner (2007). Customer-based brand equity for a destination, *Journal of Annals of Tourism Research*

Knox dan Walker (2001). Measuring and managing brand loyalty, *Journal of Strategic Marketing*, 9(2):111-128 · June 200

Kotler (1999). *Marketing management, millennium edition*, Prentice Hall of Indi

Kwun, Joon-Wuk & Oh,Haemoon (2004). Effects of Brand, Price, and Risk on Customers' Value Perceptions and Behavioral Intentions in the Restaurant Industry. *Journal of Hospitality & Leisure Marketing*, 11:1, 31-49

LAP KIDI Kemenpar (2017)

Lassar, W., Mittal B., and Sharma A. (1995). Measuring Customer Based Brand Equity. *Journal of Consumer Marketing* 12(4): 11-1

Li, Robert and Petrick (2007). Towards a Conceptual Framework of Tourists' Destination Knowledge and Loyalty, journal of quality assurance. *Hospitality and Tourism*, Volume 8, 2008 – issue 3

Lee, C-K., Kang, S.K., Long, P. & Reisinger, Y. (2010). Residents'perceptions of casino impacts: A comparative study, *Tourism Management*, 31(2), pp. 189-201

Marjan Abbasi, Ahmad Roosta, Seyed kamran nourbakhsh (2014). Assessment of factors affecting destination brand value in tourism industry (Shiraz city), *International Journal of Scientific Management and Development,* Vol.2 (10), 518-528 October (2014)

Milman, Ady, Pizam, Abraham (1995). "The Role of Awareness and Familiarity with a Destination: The Central Florida Case." *Journal of Travel Research*, 33 (3): 21-2

Mercer (1971). *Discretionary travel behavior and the urban mental MAP*, Monash Universsity, Melbourne

Midleton.V. (2001). *Marketing in Travel and Tourism.* 3rd ed.Butterworth, Heinemann, Thousand Oaks, CA: Sage Publications

Middleton (2001). *Marketing in Travel and tourism* Butterworth-Heinemann,- Business & Economics 487 hal

Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38(1), 131-142.

Murphy (2000). The destination product and its impact on traveller perceptions. *Tourism Management* 21(1), February 2000

Kim, S. H., Han, H. S., Holland, S., Byon, K. K. (2009). Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travellers. *Journal of Vacation Marketing*, 15, 349-36

Oliver, Richard L. (1999). Whence Consumer Loyalty. *Journal of Marketing*. 63(Special Issue): 33-44

Owen MA (2006). *Detecting Awareness in the Vegetative State*, sciencemag.org. 313 p

Patteron, M (1999). Re-appraising the Concept of Brand Image. *Journal of Brand Management*, 6(6):409-426 · July 1999

Petrick (2002). The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions. *Journal of Leisure Research* ,Vol.34, No. 2, pp. 119-1

Poetschke (1995). *Key Success Factors for Public Private Sector Partnership in Island Tourism Planning*. Baum, T. dan Conlin, M. V. Chichester: Wiley.

Pike S (2007). Consumer-based brand equity for destinations: practical DMO performance measures. *Journal Travel Tour Mark* 22(1):51–61

Pike and Bianchi (2010). *Consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market.* Published by Emerald Group Publishing Limited

Pongsiri, K. (2013). Market feasibility for new brand coffee house: the case study of Thailand. International Journal of Social, *Management, Economics and Business Engineering*, 7, 1142-1145

Radisic &Mihelic (2006). The tourist destination brand. Tourism and Hospitality Management, 12(2), Sheth, Newman, & Gross, 1991, Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research* 22(2):159-170 · March 1991

Ridwan, MS and Marti, JV. 2012. The Study on Strategic Planning and Organizational   Performance in the Regional Government Owned Banks in Indonesia. International Journal of Humanities and Applied Sciences (IJHAS) Vol. 1, No. 3.

Ridwan, MS. 2019. Strategy Development and Execution, and Feedback and Evaluation: The Indonesian Enterprises Evidence. Humanities and Social Sciences Reviews, Volume 7, No.3.

Ridwan, MS. 2017. Planning practices: A multiple case study in the high performing banks. Journal of Organizational Change Management, Volume 30, Nomer 4.

Tsai (2010). The Effect of Customer Value, Customer Satisfaction, and Switching Costs on Customer Loyalty: An Empirical Study of Hypermarkets in Taiwan in Social Behavior and Personality. *An International Journal* 38(6):729-740 · July 2010

Tasci, A.D.A.,Gartner,W.C.& Cavusgil, S.T. (2007). Measurement of destination brand bias using a quasi-experimentaldesign.*Tourism Management*, 28(6),1529–1540

Williams, P. W., Gill, A. M. and Chura, N. (2004). "Branding Mountain Destinations: The Battle for "Peacefulness", *Tourism Review* Vol. 59, No. 1, pp. 6-15

Williams & Soutar (2009).Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research* 36(3):413-438 · July 2009

Williams dan Soutar (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research* 36(3):413-438 · July 2009

Shah & Gupta (2000). *Tourism, the Poor and Other Stakeholders: Experience*. Asia Printed by Russell Press Ltd, Nottingham

Valentina Della Corte, Mauro Sciarelli, Clelia Cascella, Giovanna Del Gaudio, 2015. Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples, *Journal of Investment and Management*, December, 2015; 4(1-1): 39-50

Vogt, C. A., & Andereck, K. L. (2003). Destination perceptions across a vacation. *Journal of Travel Research*, 41(4), 348-354

Yusef Sibdari, M (2011). Model of the Perceived Value of Touristic Place, based on Customer-based Brand Equity Model (Case Study: Kish Island), *Master Thesis*, University of Tehran

Zeithaml (1998). Consumer Perceptions of Price, Quality and value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing,* Vol. 52 (July 1988), 2-22