

# THE EFFECT OF DESTINATION IMAGE ON DESTINATION BRANDING AND REVISIT INTENTION

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**Abstract**—Tourism destinations based on local wisdom currently receive a lot of attention from tourists. Pujon Kidul tourist village is one of the tourist destinations in East Java Indonesia that uses restaurant in the rice fields as an attraction. The objectives of this research are (1) to analyze direct effect of the destination image on destination branding, the destination image on revisit intention, destination branding on revisit intention (2) to analyze indirect effect of destination image on revisit intention through destination branding. This type of research is quantitative *ex post facto*. The research sample was 200 tourists who had visited the tourist village of Pujon Kidul. Through the path analysis from SPSS for Window version 25.0 it can be concluded that (1) the destination image have a significant positive direct effect on revisit intention, the destination image have a significant positive direct effect on destination branding, the destination branding have a significant positive direct effect on revisit intention (2) the destination image have an indirect effect on revisit intention through destination branding. The implication of the results of research is that efforts must be made to establish destination branding through improving service quality such as road access and parking.

**Keywords**—destination image, destination branding, revisit intention.

## I. INTRODUCTION

The local wisdom-based tourism sector is currently getting a lot of attention from tourists, following the many online media that inform the existence of these tourist destinations. Pujon Kidul tourist village is one of the tourist villages in East Java that uses rice fields as tourist destinations. In 2017 the village won the first prize at the national level tourist village competition for the President's trophy. The uniqueness value sold by Pujon Kidul tourist village is a café built in the middle of rice fields with a menu of various local wisdom foods such as sticky rice, ginger drink, roasted corn, fresh rice, corn rice and various agricultural products. For tourists who have visited and enjoyed the uniqueness of the place and various products sold in the tourist village of

Pujon Kidul, there is a tendency to have the intention of making a repeat visit.

What are the attractive attributes so that tourists intend to make a repeat visit to the same tourist destination? A memorable experience seems to be able to form a positive image of a tourist destination. As Wang *et al.* (2015) stated that a positive image of a tourist destination will have an impact on the provision of branding and the emergence of intention to make a repeat visit. In modern marketing, branding has a central role in influencing purchasing decisions. Branding integrates strategic elements into one formula to influence consumer buying behavior. With branding, a company can build a competitive advantage that differentiates it from competing products. Not only products that must have a competitive advantage, but tourism services also need it. In building a tourist destination, branding is a consideration for tourists in choosing tourist destinations. Branding for tourist destinations is called destination branding, which is a branding that is deliberately formed to increase the attractiveness of a place. When a place looks attractive, it will attract people to visit.

Destination branding is a process of selecting a mix of elements to identify and distinguish a destination through the development of a positive image. As stated by Morrison & Anderson (2004) that destination branding is a way to communicate the identity of a tourist destination that differentiates it from other destinations. Destination branding offers the promise of an experience of a memorable place. Thus destination branding has two important functions, namely identification and differentiation.

In the context of branding, Pike (2009) states that a destination image must be considered a concept that exists before tourists make a repeat visit. While the core of destination branding is building a positive image of a destination, which identifies and distinguishes goals by choosing a consistent mix of brand elements (Cai, 2002). Based on the description above it is clear that the image and branding of a tourist destination can encourage tourists to make a repeat visit.

This study aims to (1) analyze the direct effect of destination image on destination branding, the direct

effect of the destination image on revisit intention and the direct effect of destination branding on revisit intention (2) analyze the indirect effect of destination image on revisit intention through destination branding. The benefits of the results of this study are (1) for scientific development, especially in the field of marketing management (2) providing information to managers of tourist destinations to plan tourism development based on tourist needs.

## II. LITERATURE REVIEW

To support the implementation of this research, the following are proposed several theoretical studies and the results of previous research on destination image, destination branding and revisit intention. Destination image is the perception of tourists towards a tourist destination. As stated by Hsu, Cai (2002) that destination image has a very large role in visiting decisions. Destination image is a number of beliefs, ideas, and impressions that someone has about a tourist destination (Kotler & Gertner, 2004). This involves a person's mental picture of a place based on their knowledge and other global impressions. For tourists who already have experience visiting a tourist destination, the quality of the destination image acts as a recommendation for tourists to do or not make a repeat visit. This is in accordance with the results of Chou (2013), Pantaow and Pangemanan (2014), Hallmann *et al.* (2015) and Wibowo and Sazali (2016) which state that destination image has a positive and significant effect on revisit intention. Thus hypothesis 1 is as follows.

H1: Destination image has a significant positive direct effect on revisit intention

Destination image is more cognitive and involves subjective knowledge of a goal (e.g. expensive, exotic, cold), so the results of consumer evaluations can vary. On many occasions, evaluating the destination image includes several elements of emotional attachment. In fact, the process of forming destination branding takes place when evaluation of destination image includes strong emotional attachments (Ekinici, 2003; Briciu, 2013). These two concepts have some similarities but destination branding represents the emotional component of the destination image. American Marketing Association (2005) states that destination branding is an interconnected asset consisting of name, logo, symbol, experience, physical attributes, character, which distinguishes from its competitors and encourages tourists to visit. Every tourist destination has a name, but it does not necessarily have a brand. Only branded destinations will build emotional relationships with their customers. Marketing a destination is essentially the same as marketing other products, must switch to branding to differentiate a product from competing products and to deliver a positive message that will motivate consumers (Qu *et al.*, 2011). This is relevant to the results of the study of Tazci & Kozak

(2006), Lim & Weaver (2014) and Kneesel *et al.* (2010) that destination image has a significant positive effect on destination branding. Based on the description above, the hypothesis 2 is as follows.

H2: Destination image has a positive direct effect on destination branding

Blain *et al.* (2005) state that destination branding is a collection of marketing activities that (1) contain names, symbols, logos, words or images that identify and differentiate with competitors (2) consistently convey unique and impressive travel expectations (3) function to consolidate and strengthen the emotional connection between visitors and goals; (4) reduce consumer search costs and perceived risks. The results of the Ferns and Walls study (2012) state that destination branding affects traveler's visit intention. Whereas Salehzadeh (2016) in the results of his research states that brand equity has a positive effect on revisit intention. Intention is defined as the subjective probability of an individual that he will perform certain behaviors or possibilities that are stated to be involved in behavior. Wang *et al.* (2015) states that revisit intention is the possibility of tourists returning to tourism objects for certain reasons. Revisit intention is the possibility for tourists to visit tourist destinations again, and this behavior is considered an expression of loyalty (Baker and Crompton, 2000) or actual actions that refer to a tourist's willingness to revisit the same destination. Grewal *et al.* (2008) suggested the dimensions for measuring revisit intention, namely the intention to recommend to others and the intention to make a purchase or return visit to the same destination. Based on the statement above, hypotheses 3 and 4 can be formulated as follows.

H3: Destination branding has a significant positive direct effect on revisit intentions.

H4: Destination image has an indirect effect on revisit intention through destination branding

## III. METHODS

The design of this study is ex post facto quantitative. Research variables include destination image, destination branding and revisit intention. Destination image is measured by the dimensions of cognitive image and affective image. Destination branding is measured by the dimension of uniqueness that distinguishes it from other tourist destinations. While revisit intention is measured by positive recommendation dimensions to others and revisits on the same destination. The research location is in the tourist village of Pujon Kidul, Pujon District, Malang Regency, East Java. The following is the relationship between research variables.

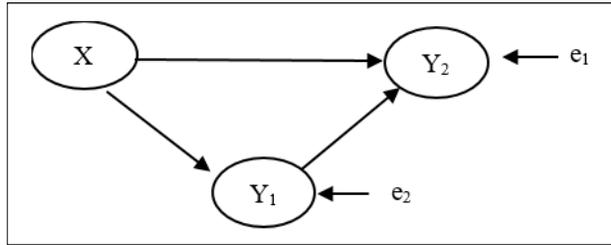


Fig. 1. Research Design

Information:

- X = destination image
- Y<sub>1</sub> = destination branding
- Y<sub>2</sub> = revisit intention
- e = error

The population in this study were archipelago tourists who had visited the tourist village of Pujon Kidul, Pujon District, Malang Regency. While the sample was archipelago tourists who had visited the tourist village of Pujon Kidul, Batu City during 2018. The side technique was random with a sample unit of 200 people. Calculation of sample units is done by the formula Lemeshow (1997). To answer the problem in this study, the collected questionnaire was sorted first to obtain complete data. Before further analysis, the research data were tested for levels of normality, heterogeneity and multicollinearity to meet the analysis requirements. Next, analyze the data using Path Analysis. The following is the structural equation of the path analysis used in this study.

$$Y_2 = \beta_{Y_2X}X + \beta_{Y_2Y_1}Y_1 + e$$

$$Y_1 = \beta_{Y_1X}X + e$$

The steps in path analysis are as follows (1) Determining the research hypothesis and path diagram (2) Determining structural equations (3) Regressing between exogenous variables towards endogenous variables for each structural equation (3) Correlating between exogenous variables if there is a correlational relationship (4) Calculate the path coefficient (5) Calculate the amount of direct, indirect and total influence.

#### IV. RESULTS AND DISCUSSION

##### A. The effect of the destination image directly on revisit intention

The results of data analysis indicate that there is a significant positive effect on the destination image on revisit intention which is indicated by a significant level of  $\leq 0.05$ . This shows that many tourists have a positive image of the tourist village of Pujon Kidul, so that it has an impact on the intention to visit again. This is in accordance with research Chou's (2013) which states that there is an influence of tourist consumption and tourist image on satisfaction and revisit intention to the night market in Taiwan. The experience of tourists visiting the Taiwan night market will form a positive image and eventually arouse the revisit intention. Whereas Pantaow and Pangemanan (2014) state that the

factors that increase the rate of return visits to valley Hill destinations are destination image and satisfaction. This is also supported by Hallmann *et al.* (2015) and Wibowo and Sazali (2016) that destination image has a significant positive effect on revisit intention.

TABLE 1. THE EFFECT OF DESTINATION IMAGE ON REVISIT INTENTION

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.158	.832		17.015	.000
	Destination image	.121	.049	.174	2.491	.014

a. Dependent Variable: Revisit intention

##### B. The effect of destination image directly on destination branding

The results of data analysis show that there is a positive influence on the destination image of the destination branding which is indicated by a significant level of  $\leq 0.05$ . This shows that many tourists have a positive image of the tourist village of Pujon Kidul, which has an impact on increasing destination branding that the tourist village of Pujon Kidul is unique as a local wisdom-based tourist destination. This is in accordance with the research of Ekinci (2003) that evaluation of the destination image involves the cognitive knowledge elements that a person has. When evaluating destination image includes strong emotional attachments, destination branding will be formed. The same opinion was stated by Qu *et al.* (2011) that destination image is a good mediator between brand association and revisit intention behavior. Similar opinions were also expressed by Tazci & Kozak (2006), Qu *et al.* (2011), Lim & Weaver (2014) and Kneesel *et al.* (2010) that destination image has a significant positive effect on destination branding.

TABLE 2. THE EFFECT OF DESTINATION IMAGE ON DESTINATION BRANDING

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.696	.847		4.365	.000
	Destination image	.226	.050	.309	4.570	.000

a. Dependent Variable: Destination branding

**C. The effect of destination branding directly on revisit intention**

The results of data analysis show that there is a positive effect of significant destination branding on revisit intention which is indicated by a significant level of  $\leq 0.05$ . This shows that branding in the form of unique local wisdom products has an impact on the increasing intention of tourists to return to the tourist village of Pujon Kidul. This is consistent with the results of Salehzadeh's (2016) study which states that brand personality and brand equity are positively influenced by revisit intention. Furthermore, brand personality was a direct antecedent of brand equity. Meanwhile Ferns and Walls (2012) stated that the destination brand equity has positive impact on traveler visit intention. Similar opinion was also expressed by Mujihesta *et al.* (2018) that city branding has a significant positive effect on revisit intention.

**Table 3.** The effect of destination branding on revisit intention

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	13.724	.484		28.356	.000
	Destination branding	.331	.063	.349	5.233	.000
a. Dependent Variable: Revisit intention						

**D. The influence of destination image indirectly on revisit intention through destination branding**

The results of data analysis show that there is a significant positive effect of the destination image on revisit intention through destination branding, which is evidenced by the total effect  $>$  direct effect or  $0.282 > 0.174$ . This shows that destination branding can strengthen the influence of the destination image on revisit intention. The better the level of uniqueness of Pujon Kidul village tourism destinations, the higher the tourists' intention to visit again. The uniqueness of Pujon Kidul tourist village is indicated by the presence of various local wisdom food menus that are sold in stalls located in the middle of rice fields. This is in accordance with the results of research by Hallmann *et al.* (2015) that destination image has a significant positive effect on revisit intention and the results of Lim & Weaver (2014) study that destination image has a significant positive effect on destination branding and the results of Ferns & Walls (2012) stating that there is a significant positive effect destination branding on revisit intention. Thus it can be stated that the destination image has a positive indirect effect on revisit intention through

destination branding. The following is a recapitulation of direct effects, indirect effects and total influence.

**Table 4.** Direct, indirect and total effect

Hypothesis	Direct effect	Indirect effect	Total effect
X $\rightarrow$ Y2	0.174	-	0.174
X $\rightarrow$ Y1	0.309	-	0.309
Y1 $\rightarrow$ Y2	0.349	-	0.349
X $\rightarrow$ Y1 $\rightarrow$ Y2	0.174	0.108	0.282

**V. CONCLUSIONS AND RECOMMENDATION**

Based on the results of data analysis and discussion above, the conclusions can be taken as follows. (1) Destination image has a direct and significant effect on revisit intention; Destination image has a positive direct effect on destination branding; destination branding has a significant positive direct effect on revisit intention; (2) destination image has a positive and significant effect on revisit intention through destination branding. This Branding of Pujon Kidul tourist village is a unique product based on local wisdom, which is served in a restaurant located in the middle of rice fields. This uniqueness is an extraordinary attraction for tourists to make a repeat visit. For this reason, recommendations from the results of this study are addressed to the district government of Malang to pay attention to the improvement of road access to the Pujon Kidul tourism village destination, so that the safety and comfort of tourists is more assured.

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