

# The Influence of Wonderful Indonesia's Brand Toward the Foreign Tourist Decision to Indonesia

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**Abstract**— Wonderful Indonesia Brand was made to influence the decision of foreign tourists to visit Indonesia. This study aims to determine the effect of Wonderful Indonesia Brand on the decision of foreign tourists to visit Indonesia. To identify the perception of foreign tourists about Wonderful Indonesia Brand, the decision of foreign tourists to visit Indonesia, and to know the research method used in this research is descriptive verification. Variables in this study are Brand Image and Tourist visiting decisions. Collection can be obtained through, observations and questionnaires. The data collected from the questionnaire are ordinal data, this data needs to be converted into intervals using MSI (Method Success Interval). Meanwhile, to determine the range of rank of the questionnaire, the researcher uses the continuum line. Based on the results of research obtained in this study, it is known that the score of Wonderful Indonesia Brand is in the high category with a score of 77.34% and the score of visiting decisions are also in the high category with a score of 72.04%. Judging from the magnitude of the influence of Wonderful Indonesia Brand on the visiting decision of 41.5%, it can be concluded that the influence of Wonderful Indonesia Brand is in the medium category.

**Keywords**—Brand Image; Purchase Decision; Foreign Tourist

## I. INTRODUCTION

Arief Yahya as the Ministry of Tourism establishes the charm of Indonesia and Wonderful Indonesia as country branding that must be used in every tourism promotion because according to the website of the Ministry of Tourism Wonderful Indonesia or Pesona Indonesia is the promise of Indonesian tourism to the world. The word "Wonderful" has the promise that Indonesia is rich with wonder, from all aspects of man and nature.

Wonderful Indonesia logo forms is a bird that symbolizes peaceful life among fellow in sentosa nature. Birds are also animals with the largest population in Indonesia and one of them becomes the symbol of the nation. Wingspan depicts openness, a desire to fly away, across borders. Its universe, recognizable by all. The color of the word "Indonesia" should be darker than "Wonderful" to promote and strengthen Indonesia among international tourism competition. The bird's emblem has five different feather colors, each of which represents the following meanings: Green: creativity, friendly to nature and alignment; Purple: power of imagination, faith, unity born and inner; Orange: innovation, spirit of renewal, and openness; Blue: uniqueness, peace, and firmness; Magenta:

balance, common sense, and practical properties. This reposition aims to improve the effectiveness of the use of the logo. Quoting from Indonesia travel page, on its newest reposition, the word "Wonderful" is enlarged to ensure the tagline remains clear when the logo is loaded in small size on its application. The size of the Garuda bird icon is also enlarged following the composition of the word "Wonderful Indonesia" or "Pesona Indonesia". Ministry tourism Arief Yahya conveyed the logo and motto Wonderful Indonesia can now be found in typical taxis London, England, with a typical car and classic it. So that every passenger or Londoners who see the taxi will immediately see the logo in the hope of growing interest in traveling to Indonesia. Not only the logo alone, but also installed with photos of Borobudur temple and Raja Ampat photos.

This is done because the largest tourist from Europe is a tourist from England. So it will always be intensified marketing in the UK. In addition, the logo of Wonderful Indonesia described has been installed in various corners and transportation facilities in Singapore such as buses, street corners and so on. This strategy is a fishing strategy in the pond. This means in addition to promotions for Singaporeans themselves, as well as promotion of expatriates in Singapore from various countries. So hopefully the presence of this expatriate will also have an impact on the interest to see the charm of Indonesian tourism.

No less important, of course with the many tourists from all over the world who go to Singapore, see the logo of Indonesia and some samples of tourist attractions, will increasingly attract foreign tourists in Singapore to come to Indonesia.

Of course not only with the promotion to the outside, the Ministry of Tourism is also aggressively fix and open new tourist destinations to be more diverse.

It is also good to encourage the local economy in particular and the national economy in general. With the development of regional tourism it will open up the potential for new income which is expected to improve the welfare of local people in particular.

Based on that background, Brand or tagline of Indonesia tourism becomes one of Ministry of Tourism effort to increase the number of foreign tourist visit in Indonesia and also becomes a strategy to embed Brand Indonesian tourism in the minds of tourists so that the influence of tourists to visit

Indonesia. This is the reason, so the authors are interested to conduct further research on "The Influence of Wonderful Brand Indonesia Towards The Foreign Tourist Decision to Indonesia".

**II. RESULTS AND DISCUSSION**

**A. Respondents response recapitulation about brand Wonderful Indonesia**

Based on the results of data processing on the variable X (Brand Wonderful Indonesia), obtained scores for each sub variable consisting of strength, favorable and uniqueness. The score results from each sub variable can be seen in Table 1 below.

Table 1. Recapitulation results of respondents' responses regarding Brand Wonderful Indonesia.

No.	Sub Variable	Score	Percentage (%)	Category
1.	Strength of brand association	389	77.8	High
2.	Favourability of brand association	768	76.8	High
3.	Uniqueness of brand association	1550	77.5	High
Total Score		2707		
Average Percentage (%)		77.34		

Based on Table 1 above can be seen that sub variable score from Brand Wonderful Indonesia is highest in sub variable Uniqueness of brand association that is equal to 1550, while score Strength brand association equal to 768 and score Strength brand association equal to 389. Thus total score obtained from each sub variable above is 2707. Furthermore the total score is inserted into the continuum line with the measurement steps as follows:

$$\text{Maximum score} = 7 \times 5 \times 100 = 3500 \quad (1)$$

$$\text{Minimum score} = 7 \times 1 \times 100 = 700 \quad (2)$$

$$\begin{aligned} \text{Interval distance} &= ((\text{maximum score} - \text{minimum score}) / 5) \\ &= ((3500 - 700) / 5) = 560 \quad (3) \end{aligned}$$

$$\begin{aligned} \text{Score percentage} &= (\text{total score} / (\text{maximum score})) \times 100\% \\ &= 2707 / 3500 \times 100\% = 77.34\% \quad (4) \end{aligned}$$

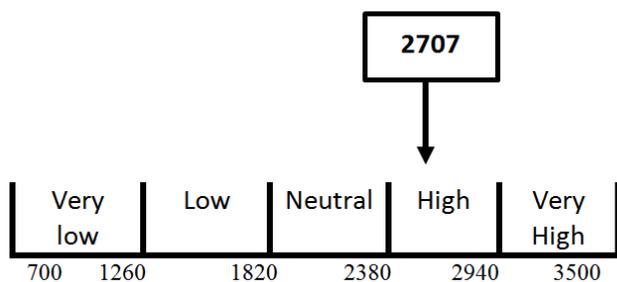


Fig. 1. Continuum line about recapitulation of travelers' responses regarding Brand Wonderful Indonesia.

According to [1], brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempt to meet customer's physiological or social needs. Which means that the brand image describes the extrinsic nature of a product or service, including the way in which brands try to meet the psychological or social needs of customers. A positive brand image is formed by strength, advantage and uniqueness of brand associations in consumer memory [2].

Brand image can be perceived positively or negatively by consumers. This depends on the memory and consumer experience of a brand. If consumers have a good experience and fun to brand a product and service then it will be recorded in memory and consumers will perceive the brand positively, and vice versa. Based on the picture above 4.10 above the line of the continuum Brand Wonderful Indonesia, it can be seen that the number of scores on the responses of respondents to Brand Wonderful Indonesia into the high category where the number of 2707 scores entered in the continuum line range 2380-2940. It can be seen that Brand Wonderful Indonesia consisting of strength, favorable and uniqueness have high appraisal.

**B. Respondents response recapitulation about visit decision in Indonesia**

Based on Table 1 above can be seen that sub variable score from Brand Wonderful Indonesia is highest in sub variable Uniqueness of brand association that is equal to 1550, while score Strength brand association equal to 768 and score Strength brand association equal to 389. Thus total score obtained from each sub variable above is 2707. Furthermore the total score is inserted into the continuum line with the measurement steps as follows:

Table 2. Result of respondents response recapitulation concerning visiting decision.

No.	Sub Variable	Score	Percentage (%)	Category
1.	Selection of products or services	810	8.1	High
2.	Brand selection (Brand)	727	72.7	High
3.	Selection of distribution	325	6.5	Neutral
4.	Total visit	330	6.6	Neutral
5.	Timing of visit	330	6.6	Neutral
Total Score		3602		
Average Percentage (%)		72.04		

Based on Table 2 above can be seen that the sub-variable score of the highest visiting decision is in the sub-variable selection of the choice of visit time that is equal to 1410, while the sub variable that has the lowest score is the choice of dealer that is equal to 325. Thus the number of scores obtained from each sub the above variable is 3602. Furthermore the total score is inserted into the continuum line with the measurement steps as follows:

$$\text{Maximum score} = 10 \times 5 \times 100 = 5000 \quad (5)$$

$$\text{Minimum score} = 10 \times 1 \times 100 = 1000 \quad (6)$$

$$\text{Interval distance} = \frac{(\text{maximum score} - \text{minimum score})}{5} = \frac{(5000 - 1000)}{5} = 800 \quad (7)$$

$$\text{Score percentage} = \frac{\text{total score}}{\text{maximum score}} \times 100\% = \frac{3602}{5000} \times 100\% = 72.04\% \quad (8)$$

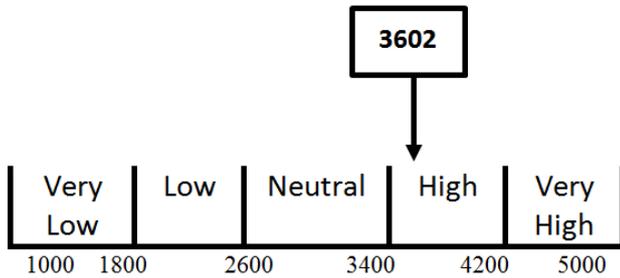


Fig. 2. Continuum line regarding recapitulation of respondents' response to visiting decisions.

Visiting decisions arise because of an objective assessment of certain goods or services and emotional impulse arising from the consumer because of the needs that must be met by tourists. Based on Figure 2 above that is about continuum line of decision of visit, it can be seen that the number of scores on responses of respondents to the decision of visiting into the high category where the number of scores 3602 entered in the continuum line range 3400-4200. It can be seen that the decision to visit Indonesia has a high response.

C. The influence Brand Wonderful Indonesia against visiting decision to Indonesia

Table 3. Results of simple linear equations.

Model	Coefficients <sup>a</sup>			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	14.224	1.940	7.333	0.000
	X	0.689	0.083	8.334	0.000

a. Dependent Variable: Y

Based on the output in Table 3 on simple linear equations, it can be seen that the value a = 14.224 and value b = 0.689. Thus can be formed simple linear regression equation as follows:

$$Y = 14.224 + 0.689X \quad (9)$$

This explains that the effect of tour package to visit satisfaction has a positive relationship because the value of a and b value shows a positive value. Thus it can be concluded that if the variable Brand Wonderful Indonesia worth 0, then the satisfaction of visiting will be worth 14.224. Meanwhile, if

Wonderful Indonesia Brand variable increased by one point then the decision variable visited will increase by 0.689.

D. Determination coefficient test

The coefficient of determination ( $R^2$ ) essentially measures the extent of the model's ability to explain the variation of the dependent variable. According to [3] explains that if in the empirical test the adjusted  $R^2$  value is negative, then the adjusted  $R^2$  is considered zero. Mathematically if the value of  $R^2 = 1$ , then Adjusted  $R^2 = R^2 = 1$  whereas if the value of  $R^2 = 0$ , then adjusted  $R^2 = (1 - k) / (N - k)$ . If  $k > 1$ , then adjusted  $R^2$  will be negative.

Table 4. Determination coefficient test results.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.644 <sup>a</sup>	0.415	0.409	3.780	1.710

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on Table 4 it can be seen that the value r of data processing is equal to 0.644, with R Square of 0.415. R Square value is later on used for the calculation of coefficient of determination to determine the percentage of the effect of Brand Wonderful Indonesia variable to the decision variables can use the following formula:

$$= (0.644)^2 \times 100\% = 41.5\%$$

That Brand Wonderful Indonesia influences the decision of visiting by 41.5%, while 58.5% other influenced by other variables that are not examined That is, the correlation produced by [4] range of 40%-59.99%. Thus, it can be concluded that the decision to visit foreign tourists to Indonesia amounted to 41.5% influenced by Brand Wonderful Indonesia.

E. Hypothesis testing

The hypothesis to be tested is the influence of Brand Wonderful Indonesia (X) on the decision of visiting (Y), to test the significant constants of the X variable obtained from t test with the following hypothesis:

H0: There is no effect of Brand Wonderful Indonesia on the decision to visit foreign tourists to Indonesia.

H1: The influence of Brand Wonderful Indonesia on the decision to visit foreign tourists to Indonesia.

The hypothesis test results obtained from the table results of data processing using software IBM Statistics 20 for Windows can be seen in Table 5 below:

Table 5. Hypothesis test results.

Model	Coefficients <sup>a</sup>			T	Sig.
	Unstandardized Coefficients	Standardized Coefficients			

	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1 (Constant)	14.224	1.940		7.333	0.000
X	0.689	0.083	0.644	8.334	0.000

a. Dependent Variable: Y

Based on Table 5 about hypothesis testing can be seen that thitung in this study is 7.333. Significant test can be done by comparing thitung and t table. The decision-making criteria for the proposed hypothesis are:

- If  $t \text{ count} > t \text{ table}$  then  $H_0$  rejected and  $H_a$  accepted.
- If  $t \text{ arithmetic} < t \text{ table}$  then  $H_0$  accepted and  $H_a$  rejected.

Thus, it can be seen that  $7.333 > 2.364$  so it can be ascertained that  $t \text{ count} > t \text{ table}$ . Hence it can be seen that  $H_0$  rejected and  $H_1$  accepted or can be interpreted the influence of Brand Wonderful Indonesia on the decision to visit foreign tourists to Indonesia. Here is the hypothesis testing curve based on the criteria that have been proposed.

### III. CONCLUSION

Based on the results of research in the previous chapters and discussion based on theories related to Wonderful Indonesia Brand to the decision of visiting Indonesia, then conclusion can be described as follows:

- It is known that these three sub variables have the same feedback that is high with an average percentage of 77.34% and sub variable that has the highest score that is on the uniqueness of the brand association because of the Indonesian tourism tagline which is different from other countries

tourism tagline and from the color as-pect of the brand is very able to attract the attention of tourists from tourist places very much and different from other countries. The favorability of brand association is ranked second and the last or last variable sub is the strength of the brand association. Directly from the three sub variables Brand Wonderful Indonesia citing the brand image theory can be seen that the perception of foreign tourists regarding Brand Wonderful Indonesia can be known well when the re-sults of the results obtained with the author of a high report.

- It is found that one of the sub variables that shows the highest score is the selection of time because foreign tourists travel to Indonesia in accordance with the needs and allows to access it.
- At this time the author writes about Wonderful Indonesia Brand and its effect towrd the decision to visit in Indonesia. Based on the results of the research, it can be seen that the Brand Wonderful Indonesia have an influence of 41.5% and depending on the medium category, because it ranges between 40%-59.99%.

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