

Destination Personality Analysis on Brand Attractiveness, Brand Awareness, and its Impact on Brand Loyalty: A Survey Research in Indonesia

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Abstract:- This study examines factors leading to reduced visits at the Water Park of Sabda Alam - Garut in Indonesia. The variables studied are personality destination, brand attractiveness, and brand awareness which are believed to play an important role in influencing consumer decisions regarding their visitations of Sabda Alam tourist site. The research aims to determine the effect of destination personality toward brand attractiveness and brand awareness and its impact on brand loyalty. The subjects studied are consumers (or visitors) at the Water Park, involving 222 people and an explanatory survey method has been used to examine the condition. A questionnaire has been used as a data collection technique with the help of SEM (Structural Equation Modeling) for data analysis, using AMOS software version 20. The results show that destination personality is of positive influence on brand attractiveness and brand awareness, while, brand attractiveness, brand awareness and destination personality have positive influence on brand loyalty.

Keywords: brand attractiveness, brand awareness, brand loyalty, destination personality

1. Introduction

Tourism is one of the sources for revenue and it plays an important role in a country's development. It creates a general positive impact on the economic and social situations of a country (Obalade and Dubey, 2014). The World Travel and Tourism Council (2015) forecasts tourism sector to keep growing strongly, create jobs and drive international growth. It has been found that in 2014, the industry contributed US\$7,580 billion in GDP and 277 million jobs to the global economy and during 2015, the very industry's contribution to global GDP is forecast to

grow by 3.7% and employment by 2.6% (World Travel and Tourism Council, 2015). Tourism in Indonesia has experienced a positive development and growth, and it is currently one of the prioritized sectors by the government. Tourism is an important tool in development. It creates jobs and incomes. Through tourism, regions and states can introduce arts and cultures, and natural beauty of Indonesia to tourists from within and over-seas. Tourism also touches various aspects of people's life, such as politics, security, and so on. However, the impact of tourism on people and tourist destination

mostly include reviews on socio-economic, socio-cultural, and environment. Tourism is often perceived as a vehicle to increase revenue, notably increase government revenue, especially as a result of foreign exchange earnings, so that the development is more economic-centric and growth-oriented. It is because the amount of foreign exchange earnings is determined by the number of visits, spending, and duration of foreign tourists.

Sabda Alam Water Park is one of the natural tourist destination located in the tourism area of Cipanas, Garut, featuring Attractiveness Destination of natural beauty and variety of water games that are intended for children and adults. Located in Garut, Sabda Alam Water Park is the only water park in Indonesia that uses natural hot water. Its purpose is to be a place of family

recreation in the form of natural water park. This place was chosen as the research object because it has beautiful natural scenery, easy to reach, and is the only water park for children and adults that uses natural hot water from Mount Guntur. The natural hot water is an advantage that is not possessed by other tourism destination in Garut, and in other cities of Indonesia.

Sabda Alam Water Park is visited by both domestic and foreign tourists, especially during the school and public holiday, and festival days. During weekdays, the number of visitors is naturally decreased. Based on interviews with the marketing manager of Sabda Alam, their visitors have decreased during the last 5 years. The following are the numeral data of visitors who came to Sabda Alam during the period 2010- 2014.

Table 1. The Progress of the Visitors of Sabda Alam Water Park Garut Year 2010- 2014

| Year | Number of Visitors (Person) | Increase (Person) | Progress (%) |
|-------------|--|------------------------------|-------------------------|
| 2010 | 398.856 | - | - |
| 2011 | 388.748 | (-10108) | -2,5% |
| 2012 | 212.682 | (-176066) | -45,2% |
| 2013 | 200.888 | (-11794) | -5,5% |
| 2014 | 181.693 | (-19195) | -10,6% |

Source: Marketing of Sabda Alam Water Park, Garut, 2015

Based on Table 1 it can be seen that, in 2011, the number of visits is decreased by 10.108, or as much as 2.5% of visitors. In the year 2011 to 2012, the number of visits is drastically declined by 176.066, or by 45,2%. In 2012 to 2013, the frequency of visitors is decreased by 11.794 or 5.5% of visitors. In 2013 to 2014, it is decreased as much as 19.195, or 10.6% of visitors.

The attractiveness of service is a mental statement from customers that reflects the purchase planning of a product, to a particular brand. It is the purchase interest of a brand. It orders a buyer to

buy a product brand. Sabda Alam Water Park has a unique tourism product. In a general sense, product is a thing, tangible or intangible, that is offered by company to their customers to meet customer's needs or desires. The importance of a physical product is not on its ownership but on the services that can be rendered. Hence, products of the tourism industry contain a comprehensive concept on physical objects and processes that give some value to consumer. The aspects of the product that is needed to consider are priority, the image of a product/service

to be achieved or maintained. In this study, some images or brands that are owned by Sabda Alam are involved. They are Brand Awareness, Brand Attractiveness, and Brand Loyalty. Brand awareness and brand attractiveness plays important role in influencing consumer decisions when the consumer considers the importance of brand awareness of the brand. This study explores the effects of different dimensions of the destination personality on the brand awareness. Thus, it offers some basic tactics to build brand awareness and brand attractiveness and its impact on brand loyalty in a particular culture. The destination personality of Sabda Alam is viewed in terms of its potential as a tourist destination for Garut residents themselves and Indonesia citizens. Sabda Alam Water Park was chosen as the research object because it has beautiful natural scenery, easy to reach, and is the only water park for children and adults that uses natural hot water from Mount Guntur. The natural hot water is an advantage that is not possessed by other tourism destination in Garut, and in other cities in Indonesia. According to Sheng Ye (2012), the destination personality of Australia shows that the excitement on the destination personality has a more positive impact on brand awareness and brand attractiveness of China tourists. In his article, the destination personality of Australia is examined in terms of its potential as a travel destination of people from Mainland China. Australia is chosen because it has abundant natural and cultural scenes, as well as more affordable rate than the United States, Europe, and the United Kingdom (UK), making it potentially attractive to tourists from Mainland China.

2. Theoretical Review

Cai in Lee et al. (2010: 2) states that destination personality can be defined as

“perception about a place that is reflected by attachments that are in the memory of tourists.” The use of destination personality in the tourism field currently can be drawn from the history of the brand personality discovery, which has been known affecting consumer preferences. According to Aaker (1997), brand personality is “the set of human characteristics associated with the brand”. Ekinici and Hosany (2006) refer to destination personality as “a multi-dimensional construct and defined as the set of human characteristics associated to a tourism destination.”

Destination Personality is measured by indicators that were first used by Ekinici and Hosany (2006). Their research was based on the concept of Aaker (1997). In modern marketing, brand personality is emerging as a very influential aspect of brand management Kim 2003 and Lehto, 2009. Person is described in terms of their perceived personality, so the brand is described in terms of the perceived characteristics of humans known as brand personality (Aaker, 1997). Aaker (1997) finds five brand personality dimensions for brand’s consumer. They are called the Brand Personality Scale (bps) consists of

- sincerity, which means the characters of honest, humble, down-to-earth, family-oriented, small-town, friendly, sincere, real, original, and simple;
- excitement, which means the characters of full-spirit, trendy, courage, and high imagination, as well as up-to-date in making difference and innovation;
- competence, which means security, intelligence, tenacity, skill convenience, ability to be reliable and trusted by consumers;
- sophistication, which means characters related to exclusivity that is formed by excellence of prestige,

brand image, and attraction offered to customers; and

- ruggedness, which is the brand characteristic that is associated with the ability, that is the brand characteristic in supporting outdoor activities and the strength or durability of product.

According to Hayes, Alford, Kim and Han, in Sheng Yee (2012), a good tourist attraction is strongly associated with four things: unique, originality, authenticity, and diversity. Some experts agree that Brand Attractiveness has a clear impact on the success of the brand. It can build a close relationship with a potential customer's decision. Consumer perception of the brand appeal seems to affect the closeness of this relationship to a certain extent. For example, Weigold, Flusser and Ferguson in Sheng Yee (2012) suggest a favorable impact on the brand appeal on attitudes toward advertising and purchase intention. Drawing from the literature interpersonal relationships, Hayes et al. (2006) argues that from the perspective of business, the perceived attractiveness of the brand may affect relationships between consumers and brands in manners that are meaningful and predictable.

Brand Awareness is the level of consciousness of a person to recognize the existence of a brand as part of the product category. Brand awareness involves a process starting from a feeling of not knowing the brand up to believe that the brand is the only one in the class of specific products or services. In this case, if a brand has been able to seize a place that remains in the minds of consumers, it will be difficult for the brand to be shifted by other brands, so even though consumers every day is filled with different marketing messages, consumers will always remember the brand that has been previously known. According to Keller

(2013: 73) Brand Awareness levels are as follow.

- *Brand Recognition* is minimum level of the brand consciousness. It is important that when a buyer choose a brand at the time of purchase.
- *Brand Recall* is based on someone's demand to mention a particular brand in a class of products. This can be termed a recollection without help because, different from the recognition task, the respondent does not need to be helped to bring the brand.

Brand loyalty is one of five brand equity variables developed by Aaker (1991), in addition to brand awareness, perceived quality, brand association, and other proprietary brand assets.

According to Ali Hasan (2013: 229) Brand Loyalty is a measure of customer proximity on a brand, and positive feelings toward a brand. That is why customers tend to use the product regularly. Repurchase is greatly influenced by the level of brand loyalty of the customers. This measure is able to provide a snapshot of whether a customer might switch to another brand of products, especially if the brand is found to be no change, in either the price or other attributes.

According to Ali Hasan (2013: 232-233), to produce a brand that can create brand loyalty, marketers need to build a brand with a sequence as shown in Figure 2.1. Levels of brand loyalty are as follow.

- Switcher is buyer who is not loyal. Buyers do not want to be tied to any brands. Brand has a minor role in the decisions of this type buyer. The most visible characteristic of this type of customer is to buy a product because the price is cheap or because of other incentives.
- Habitual buyer is a buyer who is satisfied with a product, or at least they are not disappointed. The buyer chose the brand because of habit.

Customers who are in the level of habitual buyer can be categorized customers who are satisfied with brand products consumed, or at least the customers do not experience dissatisfaction in consuming the brand. Cigarette buyers are considered buyers of this type.

- Satisfied buyer with switching cost is consumer who is satisfied with purchases made. These buyers are satisfied buyer who bear the cost of transfer (switching cost), such as the cost of time, money, and possibly the risk of usage because the transfer of brand.
- Liking the brand refers to buyer really liked the brand. The purchase is based on brand association (perhaps a symbol, or as a series of long experiences of using). The customer taste could have been constituted either by the association related to a symbol, a series of previous experience in the use,

personally or by relatives or caused by the high perceived-quality. Nevertheless, the sense of love is often a feeling that is difficult to be identified and traced so it cannot be categorized into something specific.

- Committed buyers are the very loyal buyer-customers. They take great pride in using particular brand. Brand is very important for the buyer as functional benefits and emotional benefits are able to express their identity. Customers have a pride as a user of a brand and even the brand becomes very important for customers in terms of functionality as well as an expression of who the customer actually is. At this level, one of actualizations of buyer loyalty is shown by recommending and promoting the brand to other parties.

In consequence, based on the theory, the thinking framework is developed as follows.

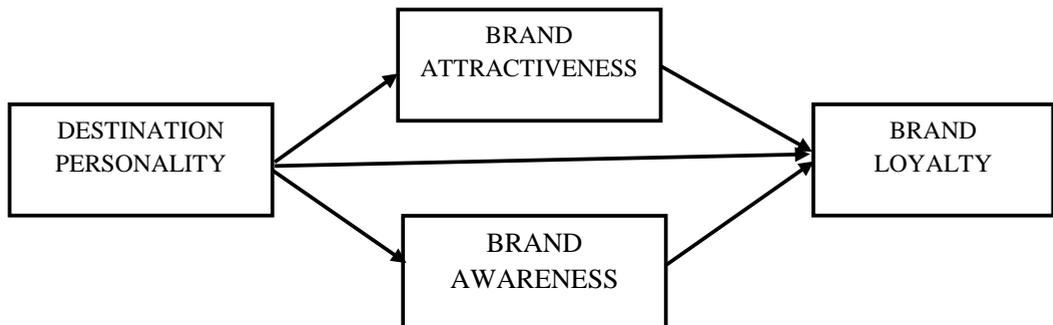


Figure 1. Theoretical Framework

3. Research Methods

The method used in this research is a survey research method and the type of research is descriptive and verification. Descriptive study is aimed to obtain a description or view of the influence of destination personality on brand attractiveness and brand awareness as well as their impact on the brand loyalty of Sabda Alam Water Park in Garut. Arikunto (2013: 7) discloses that a

verification study wants to test the correctness of data collection in the field. This study data are collected from primary and secondary data sources. The primary data is obtained by distributing questionnaires to sample tourists in order to obtain relevant and up-to-date facts. The nature of verification cares for testing the validity of a hypothesis, which is implemented through data collection in the field. In

this case, the verification study aims to determine the influence of destination personality on brand attractiveness and brand awareness, as well as their impact on the brand loyalty of Sabda Alam Water Park in Garut.

Based on the types of research, which are the descriptive and verification, the method used in this research is explanatory survey method. Explanatory survey method, according to Sugiyono (2012: 7), is method of research conducted on large and small populations, but the data studied is the data from a sample taken from the population. Hence, the research can find the relative events, the distribution, and the relationships between sociological and psychological variables.

3.1 Types and Sources of Data

The types of data used in this research are secondary data and primary data. Secondary data is the structure of historical data on the variables that have been collected and compiled earlier by another parties. The secondary data sources in this research are the data from the Office of Tourism and Culture of Garut Regency and the Marketing Division of Sabda Alam Water Park.

The primary data is data collected directly by the researchers to address the problem or goal of research conducted in the exploratory, descriptive, and causal research by using the data in the form of a survey or an observation. Primary data in this study is a direct data obtained from interviews with the Marketing Division of Sabda Alam Water Park and visitors (respondents) through questionnaires.

3.2 Population, Sample, and Sampling Techniques

Population is whole subjects of research. If someone wants to examine all the elements that exist in the area of research, the research is the population research. (Arikunto, 2013: 173).

Population is the generalization region consisting of objects/subjects that have certain qualities and characteristics defined by researchers to be studied and then drawn conclusions. (Sugiyono, 2014: 80). The population in this study is the Sabda Alam Water Park visitors in 2013.

The sample size of the object can be seen from the number of tourist arrivals in a given year prior to the study in 2013. It is 200.888 visitors. The average visits per day can be seen in the following calculation.

$$181.693: 365 \text{ days} = 497,789 \rightarrow 498 \text{ visitors per day}$$

To make the sample representative, it is necessary to determine the number of samples that will be used. The sample size is determined by using the following formula.

$$\begin{aligned} n &= \frac{N}{1 + Ne^2} = \frac{498}{1 + 498(0,5)^2} \\ &= \frac{498}{1 + 498 (0,0025)} \\ &= 221,826 \rightarrow 222 \text{ visitors} \end{aligned}$$

3.3 Sampling Technique

Sampling technique refers to how the sampling is determined. To determine the sample used in the research, different sampling techniques are used. Sugiyono (2014: 82) explains that the probability sampling is a sampling technique that gives equal opportunity for every element (member) to be elected as members of the population sample. In this study, in accordance with the description and characteristics of the selected sample, the Proportionate Random Sampling technique is used. According to Sugiyono (2014: 82), "Proportionate Random Sampling is a

sampling technique when the population has heterogeneous members or elements and proportionally stratified.” In this study, the population has sub-populations. Consequently, Proportionate Random Sampling technique is reached by taking samples from the day with highest number of visitors. Therefore, the right days to do this are Saturday and Sunday because on those days the number of visitors is very high compared to other days. Accordingly, with such techniques, a survey of participants who do tourism activities in Sabda Alam is conducted.

3.4 Data Collection Technique

According to Riduwan (2014: 51), data collection techniques are ways that can be used by researchers to collect data or information about an object of research. Data collection techniques refer to any means where the necessary data in the study can be obtained. The data collection techniques can be gained via direct or indirect communication. Data collection techniques in this study are as follow.

- The study of literature is done by utilizing the information in the form of records, reports, and documents related to the research problem.

Data can be obtained from books, expert’s research reports, magazines, other printed media associated with the problems studied.

- Questionnaire is the data collection by using questionnaires to respondents about the problems studied.

3.5 Data Analysis Method

Verification analysis employs the Structural Equation Model (SEM). SEM analysis is to obtain a structural model. The model obtained can be used to see the size of the effect, whether direct or indirect, and total influence of the independent variables on the dependent variable.

Data analysis method used in this study is a structural equation model (SEM) with AMOS program 20. The measurements tool is the questionnaire (survey). SEM is a set of statistical techniques that allow testing of a set of relationships that are relatively “complex” simultaneously. SEM is a technique that combines aspects of multivariate regression and factor analysis to estimate a series of dependency relationships simultaneously (Hair et al., 2010).

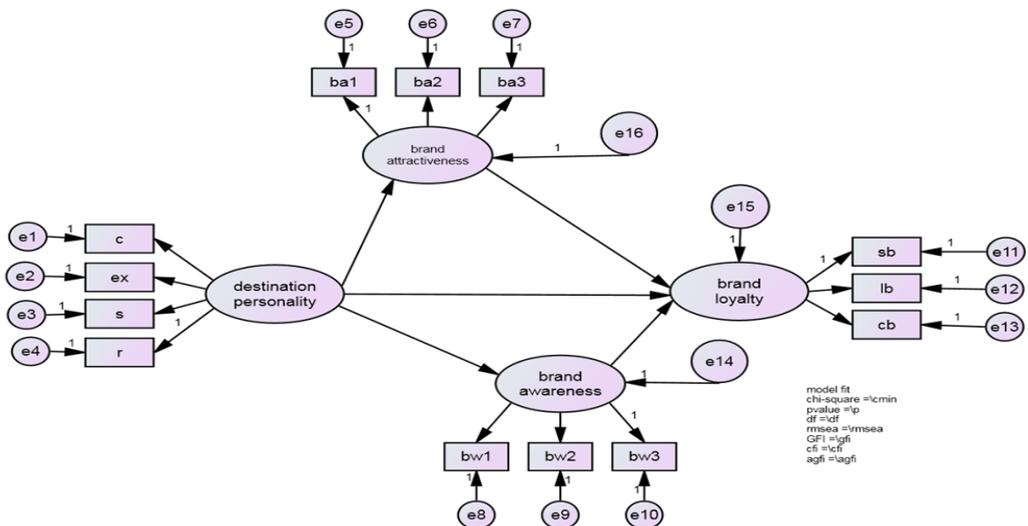


Figure 2. Structural Model

4. Research Result

Analysis and interpretation of results is based on the results of the testing of hypotheses. Tests on the 4 (four) of the hypotheses are done by the SEM method with the help of AMOS 20 software. The hypothesis test decision-making is done by comparing the amount of p-value to the level of significant with 95% confidence level ($\alpha = 0.05$).

- If the p-value ≥ 0.05 , the null hypothesis (H0) is accepted, meaning that there is no influence between the two variables statistically.
- If the p-value ≤ 0.05 , the null hypothesis (H0) is rejected, meaning that there is influence between the two variables statistically.

Table 2. Hypothesis Testing Results

| Hypothesis | Coefficient β | p-value |
|---|---------------------|---------|
| H1 : Destination Personality \square Brand Attractiveness | 0,866 | 0,000 |
| H2 : Destination Personality \square Brand Awareness | 0,758 | 0,000 |
| H3 : Brand Attractiveness \square Brand Loyalty | 0,341 | 0,044 |
| H4 : Brand Awareness \square Brand Loyalty | 0,252 | 0,017 |
| H5 : Destination Personality \square Brand Loyalty | 0,452 | 0,026 |

Source: Data Processing

Table 3. Results of Indirect Effects of Research Variable

| Indirect Effect | Coefficient β |
|--|---------------------|
| Destination Personality \square Brand Attractiveness \square Brand Awareness \square Brand Loyalty | 0,770 |

Source: Data Processing

Based on Table 3, it can be seen that the role of Destination Personality indirectly to Brand Loyalty through variables of Brand Attractiveness and Brand Awareness is $\beta = 0.770$. Accordingly, in partial mediation, there is indirect effect of Destination Personality on Brand Loyalty through variables of Brand Attractiveness and Brand Awareness by 0.770.

5. Discussion

The first hypothesis testing is conducted on the destination personality variable to the brand attractiveness. Value probability value of 0.000 indicates a smaller value than sig < 0.05 so that the Ho is rejected. It can be stated that there is a significant difference between the destination personality to the brand attractiveness. The effect is positive with a coefficient of 0.866, which

indicates that each increase of one unit of destination personality will contribute to improvement of brand attractiveness of 0.866 units. The results show that the higher the destination personality provided by the Sabda Alam Water Park will increasingly affect the brand attractiveness.

The second hypothesis testing is done on the variable of Destination Personality on Brand Awareness. Probability value of 0.000 indicates a smaller value than sig < 0.05 so that the Ho is rejected. It can be stated that there is a significant influence of the Destination Personality to the Brand Awareness. The effect is positive with a coefficient of 0.758, which indicates that each increase of one unit of Personality Destination will contribute to the improvement of Brand Awareness of 0.758 units. The results show that the

higher the Destination Personality provided by the Sabda Alam Water Park will increasingly affect the Brand Awareness.

The third hypothesis testing is conducted with brand attractiveness variable on brand loyalty. Probability value of 0.044 indicates a smaller value than $\text{sig} < 0.05$ so that the H_0 is rejected. It can be stated that there is a significant influence of brand attractiveness to the brand loyalty. The effect is positive with a coefficient of 0.341, which indicates that any increase of one unit of brand attractiveness will contribute to increase brand loyalty by 0.341 units. The results show that the higher the brand attractiveness owned by the Sabda Alam Water Park will increasingly affect brand loyalty.

The fourth hypothesis testing is done on the variable of brand awareness to the brand loyalty. Probability value of 0.017 indicates a smaller value than $\text{sig} < 0.05$ so that the H_0 is rejected. It can be stated that there is a significant influence of the brand awareness to the brand loyalty. The effect is positive with a coefficient of 0.252, which indicates that any increase of one unit of brand awareness will contribute to increase the brand loyalty by 0.252 units. The results show that the higher the brand awareness provided by the Sabda Alam Water Park will increasingly affect the brand loyalty.

The fifth hypothesis testing conducted with the variable of destination personality on the brand loyalty. Probability value of 0.026 indicates a smaller value than $\text{sig} < 0.05$ so that the H_0 is rejected. It can be stated that there is a significant difference between destination personality to brand loyalty. The effect is positive with a coefficient of 0.452, which indicates that each increase of one unit of destination personality will contribute to an increase in the brand loyalty by 0.425 units

5.1 Theoretical implications

The findings reinforce the concept of destination personality conveyed by Ekinici & Hosany (2006) that "Brand personality can easily be applied to a tourist destination as the character of a destination". The concept consists of destination personality elements that are interrelated and interconnected. They are 1.) Competence, 2.) Excitement, 3.) Sophistication and 4.) ruggedness.

The findings reinforce destination concept that personality has a positive influence on brand awareness. According to Sheng Ye (2012), the destination personality of Australia shows that the excitement on the destination personality has a more positive impact on brand awareness and brand attractiveness of Chinese tourists.

The findings reinforce destination concept that personality has a positive influence on brand awareness. According to Sheng Ye (2012), the destination personality of Australia shows that the excitement on the destination personality has a more positive impact on brand awareness and brand attractiveness of Chinese tourists.

The findings reinforce the concept that brand awareness has a positive influence on brand loyalty. According to Delgado-Ballester and Munuera-Aleman, Lewis and Soureli in Rudyanto (2012), the role of customer trust towards brand that affect the quality of brand service will also significantly influence brand loyalty perceived by customers.

The findings reinforce the concept that the brand attractiveness has a positive effect on brand loyalty. According to Sara Henriques (2009), attractiveness affects customer loyalty in a competitive manner of a service company.

The findings reinforce the concept that brand awareness has a positive influence on brand loyalty. According to Kilic, Burhan and Adem (2012) destination personality of Turkey has a more positive impact to be felt on brand

loyalty from the perspective of domestic tourists

6. Conclusion

Based on the research that has been conducted and the results of the discussion on the analysis of destination personality on the brand attractiveness and the brand awareness as well as its impact on brand loyalty, the survey on visitors of the Sabda Alam Water Parks, this research concludes that there is an influence of destination personality on brand attractiveness. The effect is positive and, in the interpretation, it is very high or very strong. It suggests that any increase in destination personality will contribute to a very high increase in the brand attractiveness. There is an influence of destination personality on brand awareness. The effect is positive and, in the interpretation, it is very high or very strong. It suggests that any increase in destination personality will contribute to a very high increase in the brand awareness. There is an influence of brand attractiveness on brand loyalty. The effect is positive and, in the interpretation, it is low. It suggests that any increase in brand attractiveness will contribute to low increase in the brand loyalty. There is an influence of brand awareness on brand loyalty. The effect is positive and, in the interpretation, it is low. It suggests that any increase in brand awareness will contribute to low increase in the brand loyalty. There is an influence of destination personality on brand loyalty. The effect is positive and, in the interpretation, it is in average. It suggests that any increase in destination personality will contribute to average increase in the brand loyalty.

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