

## **The Influence of Destination Brand Experience on Behavioral Intention Through Tourist Satisfaction as a Mediator (Associative Study of the Brand “Jogja Istimewa” in Yogyakarta City)**

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### **Abstract**

A brand can be a tool to provide differentiation and competitive advantage for tourism destinations. It is important to see how the brand provides a positive image of the destination. Brand performance is seen through the influence of destination brand experience on tourist behavior intentions. The concept of destination brand experience can be seen through the sensory, affective, intellectual, and behavioral dimensions. So this study aims to know the effect of destination brand experience on tourist behavioral intention through tourist satisfaction. This research was conducted with an associative method with a descriptive quantitative approach. The number of samples used was 304 domestic tourist respondents. The results of this study indicate that the destination brand experience has been carried out well, but optimization is still needed. Tourist satisfaction with the destination brand experience is at the Satisfied level, tourists also say they will do positive word of mouth and make return visits. Then the variables between destination brand experience and behavioral intention influence one another through tourist satisfaction as a mediation..

**Keywords:** Destination Brand Experience, Behavioral Intention and Tourist Satisfaction.

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## INTRODUCTION

The rapid development of tourism today, both at the global, national, and regional levels, has made various regions in Indonesia continue to explore their tourism potential and offer various tourism products that they have and the possibility of the products offered by each destination can be the same as other destinations. This can create tight competition between destinations so that the process of bringing tourists to travel to destinations is no longer an easy thing (Hidayah, 2019:21). Amid tight competition between tourist destinations, each tourist destination must have an advantage in competing, to survive and not experience decline (Hidayah, 2019:21). One strategy that is used so that a destination has a competitive advantage is by using a marketing strategy (Isnaini, 2018:123).

There are various things in marketing strategies, one strategy that can be used is by marketing the brand (branding) in the destination. The brand in the destination is a strategy to market the potential of a destination. Barnes et al. (2014:121) stated that the existence of a brand for a destination is very important because the existence of a brand for a destination is very necessary in facing competition, the brand is considered to be one of the tools to provide differentiation and competitive advantage for tourism destinations. Good destination branding must be able to change the perception of tourists from negative to positive. So that the higher the competition in the marketplace, the existence of a positive image in the minds of tourists towards the destination is needed to obtain a real competitive advantage (Kotler, 2009:45). However, measuring the performance of a destination brand such as the influence of the brand in a destination has not been investigated specifically (Blain, Levy, and Ritchie 2005:328).

Destination brand experience in destination branding is a way in which a brand from a destination can encourage tourists to get a special experience (Hall, 2008:237). As acknowledged by Barnes et al. (2014:122) brand experience provides a more complete evaluation based on the brand with dimensions of sensations, feelings, cognition, and behavioral response, so that it can describe the experience that influences consumers in brand stimuli. Destination brand experience is very important for a destination, where the experience in the destination brand experience is an effective tool to create a positive image of a destination (Morgan et al., 2004 in Wongpan and Khamwon, 2016:281; Hanna and Rowley, 2011 in Singh and Mehraj, 2018:2). One way to see tourists have a positive image of a destination is through the behavioral intention of tourists, where the destination can attract tourists to revisit and recommend the destination to others (Assaker, Vinzi, and O'Connor, 2010:892).

Singh and Mehraj (2018:218) stated that the influence of destination brand experience on behavioral intention is influenced directly and indirectly through tourist satisfaction. Indirectly influential because the positive experience given by the destination to tourists can provide satisfaction for tourists (Tang and Qiu, 2015 in Ramdani, 2019:28). Satisfaction with the tourist experience can result in a

decision for tourists to make a return visit and also offer the same experience to others.

One of the tourist destinations in Indonesia that has a brand as a way to promote its tourist destination is DI Yogyakarta, the brand is Jogja Istimewa which was launched in 2015. The Jogja Istimewa brand is intended for every city or district in DI Yogyakarta, one of which is Yogyakarta City. According to Irawati et al. (2016:68) the symbol of "Jogja Istimewa" can be seen in the cultural wealth, cultural heritage buildings, and community life in Yogyakarta City. Nurnisya and Nurjanah (2016:137) stated that the center of tourism and the center of tourists in DI Yogyakarta is in Yogyakarta City.

Irawati et al. (2016:66) stated that tourists who travel to Yogyakarta City want to feel the authentic atmosphere of Yogyakarta which of course can provide a new experience for tourists. However, tourism in Yogyakarta City itself has not been shown the specialness of Special Jogja so tourists have not felt the presentation of this special tourism according to the promise given by the Special Jogja brand which can provide a special experience to tourists. Tourists who travel also feel complaints about tourism in Yogyakarta City, including the services received by tourists from the community, where tourists feel that tourism actors are not friendly to tourists, then cleanliness is still not maintained around tourist attractions carried out by street vendors, inadequate public facilities, traffic jams that occur in Yogyakarta City and the lack of diversity of tourism activities in Yogyakarta City (Yudiyanti & Rahayu, 2014:6).

The problems with tourism in Yogyakarta City above will certainly reduce the value of the experience for tourists and provide a negative image of tourists to Yogyakarta City as a tourism destination. The above explanations have attracted researchers to see how Jogja Istimewa as a tourism brand that is applied to every city and district in the Special Region of Yogyakarta can provide a positive image of Yogyakarta City to tourists. This study can also be an evaluation of the Jogja Istimewa brand by looking at the benefits of the Jogja Istimewa brand for the City of Yogyakarta in the future, namely by looking at the influence of the Jogja Istimewa destination brand experience on behavioral intentions of tourists in the City of Yogyakarta. Considering that the City of Yogyakarta is the center of tourism and a tourist center for the Special Region of Yogyakarta. Based on this, the objectives of this study include finding out the Destination Brand Experience, Tourist Satisfaction, and Behavioral Intention of tourists in the City of Yogyakarta. Then find out the influence of Destination Brand Experience on the Behavioral Intention of tourists in the City of Yogyakarta, find out the influence Destination Brand Experience on the Satisfaction of Tourists in the City of Yogyakarta, and find out the influence of Destination Brand Experience on Behavioral Intention through Tourist Satisfaction as a mediating variable.

## LITERATURE STUDY

### Destination Brand Experience

Brand Experience exists in various contexts including product brands, service brands, and place brands (Skinner, 2008 in Singh and Mehraj, 2018:2). Destination Brand Experience (destination brand experience) according to Brakus et al. (2009) in Barnes et al. (2014:123) is the perception, feeling, understanding and behavior caused by a brand in a destination, to trigger responses that result in behavior and form part of the overall brand identity, communication in marketing and the environment. There are 4 dimensions in Destination Brand Experience based on Brakus et al. (2009) which are also used by Barnes et al. (2014) including:

1. Sensory

Sensory experience or also known as an experience related to the five senses (Randhir et al. 2016:279). Solomon (2011) in Nugraha and Setiyorini (2013:530) indicators in sensory experience include sight (color, size, style), sound (music and voice), smell (fragrance), taste (taste of food), and touch (skin and feel or feeling).

2. Affective

Affective experience is also called a brand experience related to the feelings felt by tourists. In affective experience, there are two indicators, namely emotions and feelings (Barnes et al., 2014:124). Emotions occur when a brand can provide attachment such as loving the brand and traveling because of the brand. Meanwhile, feelings occur when tourists can feel the value given by the brand.

3. Intellectual

Intellectual Experience also called a brand experience related to the minds of tourists, occurs when a brand makes tourists think more, or attracts consumers to think in a certain way. According to Zarantonello and Schmitt (2010:533) stated that intellectual consists of thoughts, curiosity, and solutions to a problem.

4. Behavioral

Behavioral Experience is also called a brand experience related to tourist behavior. This happens when a brand makes consumers do something or change their behavior from the presence of the brand. Zarantonello and Schmitt (2010:533) divide behavioral (behavior) based on experiences that are carried out physically, lifestyle, and brand interactions.

### Behavioral Intention

Othman et al. (2013) in Ramdani (2019:27) stated that behavioral intention is the behavior of consumers who are likely to decide to buy a product after experiencing the product or providing positive information about the product to friends or relatives.

### Tourist Satisfaction

Tourist Satisfaction can be said to be a result of a comparison between expectations and experiences that a destination can provide to tourists. If the product obtained by tourists is considered to have higher performance than the expectations of tourists, tourists will be happy. Meanwhile, if the product perceived by tourists has lower performance, it will make tourists disappointed or dissatisfied with the product (Hasan, 2015:366). The behavior carried out by tourists/customers, for example, by doing positive word of mouth about a product/service to other people, also has the intention to make repeat purchases from the provider of a product/service.

According to Azize et al. (2011:1289), brand experience is generated from stimulation that leads to pleasant results so that it can make consumers want to experience the experience again and recommend the experience to others. Not only for Behavioral intention Barnes et al. (2014:136) also stated that Destination brand experience is an important factor for tourist satisfaction. A good experience when interacting with a particular brand is more likely to make them feel satisfied (Hussein 2018:128). Based on previous research conducted by Khamwon (2016:286) it is said that destination brand experience and behavioral intention have a direct and indirect influence on tourist satisfaction. So based on the explanation of the theory above, the hypotheses in this study include:

H1: Destination Brand Experience influences Behavioral Intention

H2: Destination Brand Experience influences Tourist Satisfaction

H3: Destination Brand Experience influences Behavioral Intention through Tourist Satisfaction as a mediator

## **METHOD**

The research method in this study uses an associative method with a descriptive quantitative approach. The associative method in this study is used to determine the relationship and influence between the variables of Destination Brand Experience, Tourist Satisfaction, and Behavioral Intention through hypothesis testing. Meanwhile, according to Hermawan (2018:31), the descriptive method is used to create a systematic description of factual and accurate data related to the facts and relationships between the phenomena studied. The object of research in this study is the Jogja Istimewa brand. The population in the study were domestic tourists who had traveled to the city of Yogyakarta. The sampling method used in this study was non-probability with the convenience sampling type.

Meanwhile, the number of samples in this study was 304 domestic tourists. 304 were obtained based on the results of calculations by looking at the number of indicators in this study as many as 27 indicators, so the minimum number of samples with 27 indicators is 250 with a conclusion qualification in the sufficient category Hair et al. (2006) in (Siddiqui 2013:286). The weakness of the non-probability sampling method is in the quality of the conclusion, so the quality of the conclusion is in the good category, the minimum sample is 300 samples. In this study, the data collection method used is a primary data collection technique using a questionnaire and secondary data. The primary data in this study is a questionnaire with data measurement using a Likert scale. A good instrument

must meet two important requirements, namely valid and reliable. This test is carried out to measure the accuracy of the questionnaire instrument used.

## RESULT AND DISCUSSION

### Destination Brand Experience

Destination brand experience performance can be seen through four dimensions, namely sensory, affective, intellectual, and behavioral which begins when tourists search for information, then tourists' decisions to travel, experience services, and use or consume tourism products, until tourists return to their place of origin and finally provide recommendations to others (Wibowo, 2011 in Hanifah et. al 2018: 4).

Based on the calculation of the overall TCR analysis, the assessment of the destination brand experience (DBE) of Jogja Istimewa in Yogyakarta City is in the "Good" category with a score of 80.84%. This shows that the performance of the destination brand experience of Jogja Istimewa in Yogyakarta City according to respondents has been carried out well, although it does not feel very good and still needs optimization, respondents can feel the experience of the Jogja Istimewa brand in Yogyakarta City. The need for optimization can be seen from the scores of each dimension in the performance of the destination brand experience, including:

#### 1. Sensory

Performance on sensory in the destination brand experience of Jogja Istimewa in the city of Yogyakarta, namely to be able to give an impression to respondents through responses to the five senses, shows that it is already in the good category, which can be seen from the score income on the sensory dimension, which is 83.03%. There are several attributes in the sensory dimension that need optimization, including the smell attribute (68.68%) where the attribute is still in the sufficient category. The sight attribute (82.11%) is in the good category and still needs optimization, looking at the TCR assessment shows that although the shape of the image/design (83.16%) and color (88.29%) owned by the Jogja Istimewa brand already show a strong cultural impression, when tourists travel to the city of Yogyakarta, the suitability of style (74.87%) between the brand and the condition of the destination is still not too pronounced. Then other attributes, namely sound (86.59%), and touch (87.57%), each of which is assessed by respondents to have been carried out well. This shows that traditional music in destinations can be one of the experiences that tourists can feel through their sense of hearing. Meanwhile, the taste attribute (91.18%) is an attribute that is considered to have been performed very well.

#### 2. Affective

Affective experience (72.79%) on the Jogja Istimewa brand in Yogyakarta City is the dimension that gets the lowest score compared to other indicators. The attributes in the affective dimension based on the average TCR score results are in the sufficient category. This means that respondents still do not feel any

emotional feelings towards the Jogja Istimewa brand as a brand in Yogyakarta City.

3. Intellectual

Performance in the intellectual dimension (85.59%) is the highest score among other dimensions in the destination brand experience. The performance of the Jogja Istimewa brand to be able to provide an experience that encourages tourists to be involved in the thinking of a brand that is created in the minds of tourists, in other words, intellectual which is used to provide an experience for each individual to learn or think about the brand at a destination (Singh and Mehraj, 2018: 2-3) is said to have been done well. The results show that the Jogja Istimewa brand aroused respondents' thinking power and curiosity about tourist destinations in the city of Yogyakarta. When respondents hear Jogja Istimewa, the brand can remind respondents of the city of Yogyakarta and can arouse respondents' curiosity about the city of Yogyakarta with scores of 82.50% and 83.82% respectively. Then when respondents have curiosity about the city of Yogyakarta, the performance of the city of Yogyakarta as a tourist destination is considered very good in answering respondents' curiosity about Jogja Istimewa when they travel to the city of Yogyakarta with a score of 90.46%.

4. Behavioral

Behavioral experience in destination brand experience aims to obtain answers regarding brand actions to be able to provide ease of experience and become daily habits (Singh and Mehraj 2019:206). Behavioral experience can be seen from behavior or lifestyle when and after tourists travel. In this study, the behavioral experience of Jogja Istimewa in Yogyakarta City has been carried out well. This shows that Jogja Istimewa can provide new habits with the highest score of 89.93% whereas Jogja Istimewa as a brand can encourage respondents to participate in preserving and maintaining culture after traveling to Yogyakarta City. The statement that got the lowest score was in the physical experience category, where respondents did not feel too involved in tourism activities in Yogyakarta City. Another attribute, namely brand interaction through promotional media, is said to have been carried out well, meaning that respondents often see and find the Jogja Istimewa brand on promotional media, but even so, tourists' desire to buy souvenirs is still at a sufficient level, meaning that respondents still feel hesitant to buy souvenirs with the Jogja Istimewa brand identity.

### **Tourist Satisfaction**

Tourist satisfaction with the destination brand experience of Jogja Istimewa in Yogyakarta City was analyzed using Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The following are the results of the CSI calculation based on the steps stated by Stratford, namely by calculating the importance weight factors 100% of the total percentage of the average importance or weight of importance (weighting factors) so that the weight score value is obtained by adding the weight score in the form of Weighted total. After that,

divide the weighted total by the largest scale in this study, which is 5, then multiply it by 100%. The following are the results of the CSI analysis:

**Table 1.** Results of Customer Satisfaction Index (CSI) Analysis

No.	Indicators		Average Interest	Average Performance	Gap P-E	Tki %	Importance Weight Factors	Weight Score
<b>Sensory</b>								
1	Sight	Color	4,63	4,41	-0,22	104,99	4,57	20,19
2		Size	4,69	4,16	-0,53	112,82	4,63	19,25
3		Style	4,61	3,74	-0,87	123,20	4,55	17,04
4	Sound	Music	4,30	4,28	-0,02	100,54	4,25	18,17
5	Smell	Scent	3,36	3,43	-0,08	97,80	3,31	11,38
6	Taste	Flavor	4,72	4,56	-0,16	103,46	4,66	21,23
7	Touch	Feel	4,75	4,38	-0,37	108,41	4,68	20,51
<b>Affective</b>								
8	Emotion	Traveling for brand reasons	4,10	3,22	-0,87	127,04	4,04	13,03
9		Love the brand	3,87	3,73	-0,14	103,80	3,82	14,23
10		Love the destination	4,21	3,55	-0,66	118,74	4,16	14,74
11	Feelings	Warmth	4,72	3,67	-1,05	128,61	4,66	17,08
12		Fun	4,72	3,54	-1,18	133,49	4,66	16,47
13		Excitement	4,19	4,03	-0,16	104,00	4,13	16,64
14		Security	4,77	3,61	-1,16	132,27	4,71	17,00
15		Social Approval	4,60	3,92	-0,68	117,46	4,54	17,79
16		Self-Respect	4,49	3,92	-0,57	114,50	4,43	17,40
<b>Intellectual</b>								
17	Thought		4,33	4,13	-0,20	104,94	4,27	17,62
18	Curiosity		4,22	4,19	-0,03	100,71	4,17	17,46
19	Solution to problem		4,51	4,52	0,01	99,78	4,45	20,15
<b>Behavioral</b>								
20	Physical Experience		4,32	3,86	-0,46	111,95	4,26	16,42
21	Lifestyle		4,39	4,50	0,11	97,66	4,33	19,49
22	Interaction Brand	Souvenir	4,42	3,99	-0,43	110,71	4,36	17,42
23		Brand Promotion	4,40	4,04	-0,36	108,87	4,34	17,56
<b>Sum</b>			101,32	91,37	-9,95	2565,75	100,00	398,28
<b>Mean</b>			4,41	3,97	-0,43	111,55		
<b>Customer Satisfaction Indeks</b>							<b>79,66%</b>	

Based on the calculation results of the Customer Satisfaction Index (CSI) on the destination brand experience, the score obtained is in the range of 61% - 80% with a value of 79.66%, where the score indicates that the overall tourist satisfaction index of respondents for the destination brand experience is in the "Satisfied" criteria. However, of course, optimization is needed because based on the analysis results according to the table above, several attributes still have a negative gap. This negative gap means that the performance of the attribute has not been able to reach the level of tourist expectations for the destination brand experience on the Jogja Istimewa brand in the city of Yogyakarta. The attribute that has the highest negative gap value is the attribute in the affective dimension on the warmth, fun, and security indicators with a gap value of more than 1.

### **Behavioural Intention**

Based on the TCR calculation, the behavioral intention variable gets a value of 86.99% with a good category. In the word-of-mouth dimension, a value of 85.33% is obtained with a good category. The indicator that has the highest score in the word-of-mouth dimension is recommending others to travel to Yogyakarta City with a TCR score of 90.46% with a Very Good category. This means that on average respondents will strongly agree that there is no hesitation in recommending others to travel to Yogyakarta City, this also shows that the destination brand experience of Jogja Istimewa in Yogyakarta City has been able to provide a positive image for the destination. Judging from the TCR score regarding introducing the brand, it gets the smallest TCR score with a score of 79.28% with a Sufficient category. This means that respondents still have feelings of hesitation in introducing the brand to others which can also be caused by the affective performance of the Jogja Istimewa brand which has not been carried out properly. In the revisit intention dimension, a score of 91.97% was obtained with a Very Good category, which explains that respondents feel confident that they will return to Yogyakarta City as a tourist destination.

### **The Influence of Destination Brand Experience on Behavioral Intention Through Tourist Satisfaction**

Based on the results of the Sobel test, it is said that Yogyakarta City Tourist Satisfaction is a mediating variable between Destination Brand Experience and Behavioral Intention. This proves that a positive Destination Brand Experience will have an impact on tourist satisfaction which can increase or strengthen the behavioral intention of tourists to return to Yogyakarta City and recommend Yogyakarta City tourism to others. The results of this study are in line with research conducted by Wongpan and Khamwon (2016:286) which states that there is an indirect influence between Destination Brand Experience and Behavioral Intention where the influence is mediated by tourist satisfaction. The results of the study also show that tourist satisfaction in mediating between Destination Brand Experience and Behavioral Intention is said to mediate perfectly (perfect mediation). This means that tourist satisfaction has a very important role in the influence between Destination Brand Experience and Behavioral Intention. This strengthens the theory of Kumar and Kaushik

(2017:12) which shows that tourist satisfaction with a destination is a significant determinant of the influence of Destination Brand Experience on Behavioral Intention.

## CONCLUSION

Destination Brand Experience from Jogja Istimewa in Yogyakarta City can be said to have been done well. The aspects that need to be improved again from the Destination brand experience are Sensory, Affective, and Behavioral aspects. Sensory on the Sight indicator, Affective on the feelings and emotion indicator, and Behavioral on the physical experience indicator in Jogja Istimewa in Yogyakarta City. Behavioral Intention is in the good category, tourists will without hesitation give positive recommendations to others about tourism in Yogyakarta City and they will also make a return visit to Yogyakarta City as their tourist destination. This means that the Jogja Istimewa brand can provide a positive image for the destination. Tourist satisfaction with the Destination brand experience of Jogja Istimewa in Yogyakarta City based on the results of the study is already at a satisfactory level. The attributes of the Destination brand experience from Jogja Istimewa that are considered to have performance below tourist expectations are the sensory dimension on the style indicator and the affective dimension on the feelings indicator including warmth, fun, excitement, social approval, and self-respect.

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