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Antecedents and Consequences of Destination Brand Attachment: Empirical Study on Surya Waterboom

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***Abstract* —Surya Waterboom as a tourist destination faces competition among its competitors. Distinguish one tourist destination from another, Surya Waterboom needs a brand as the identity of a tourist destination. This study aims to determine the antecedents and consequences of destination brand attachment to the Surya Waterboom tourist destination. The sample in this study was conducted using the Slovin formula as many as 100 respondents. The sampling technique used was purposive sampling. Data were obtained using a questionnaire measured by a Likert scale. This study uses Partial Least Square regression analysis using SmartPLS 3.0 software to process the data. The results showed that memorable tourist experiences had a significant effect on destination brand attachments, memorable tourist experiences did not have a significant effect on the intention to visit destinations, perceived quality had a significant effect on destination brand attachments, and destination brand attachments had a significant effect on the intention to revisit a destination**

***Keywords* —** *Tourist Destination, Destination Brand Attachment, Memorable Tourist Experience, Perceived Quality, Intention to Revisit the Destination.*

1. Introduction

The role of tourism for the country 's economy, including that is as one source producer foreign exchange for a country, creating field work so that could level and enhancing opportunity work, improve income for area (Wang et al., 2017). According to Adnyana, et al. (2022) there are 4 components that must be owned by destination a tour called with 4A namely : attraction, accessibility, amenities, ancillary. According to data released by the Central Statistics Agency 2017 and 2018, total distribution effort object tourist attraction commercial in Indonesia is increasing. Growth amounts the place more and more travel increase every year, of course increase competition between fellow providers destination tourism (Huang et al., 2017). That thing poured in Gresik Regency Regional Regulation No. 16 of 2013 concerning Plan Parent Regional Tourism Development of Gresik Regency in 2013-2025 (Disparekrafbudpora Gresik, 2020). Gresik Regency which has 40 locations tour however moment this already develop until reach 128 objects power pull tourism (Disparekrafbudpora Gresik, 2020).

One of the tourist attractions in Gresik is Surya Waterboom. Surya water boom start operated in 2017. According to Berrozpe et al., (2019) destination branding is a process that can used by marketing from destination tour for interesting traveler or for get superiority competitive compared with destination tour similar other. Connecting brands with customer feelings become a marketing strategy when this. attachment by emotional this in field knowledge psychology known with the term attachment (Huang et al., 2017). Destination brand attachments are a condition where individual feel bound with a brand (Florek, 2018). According to Zhang et al., (2018) no all experience tourist could interpreted be a memorable tourist experience, what is meant? from memorable tourist experience, namely experiences that are built by selective from experience travel and get remember as well as remember return after To do visit to destination tour that. According Kim et al., (2018) perceived quality refers to the assessment of consumer generated from comparison Among expectations and perceptions services provided.

2. Literature Review

2.1. Study Previous

Research conducted by Kang et al., (2017) is "an investigation of brand experience on brand attachment, knowledge, and trust in the lodging industry", research this aim for knowing how experience traveler to hotels with

well- known brands affect attachment, knowledge and belief them on a brand. Study the show connection significant positive among experience to a brand with variable related to the brand (knowledge, attachment, and brand trust).

Research conducted by Zhang et al., (2018), namely "A model of perceived image, memorable tourism experience and revisit intention", research the aim to (1) test Kim's scale on 7 dimensions of memorable tourist experience in context and sample new that is in context tourist international especially in Korean tourists who do journey to China, (2) develop a model for investigate how country image and image destination tour affect memorable tourist experience and intentions for To do visit back. Research results show that image a country and an image destination tour proven become an important factor influencing the formation of a memorable tourism experience, there are connection because strong effect between memorable tourism experience and intention traveler for to do visit back.

2.2. Base Theory

2.2.1. Memorable Tourist Experience

According to Kim, (2014) experience effective traveler built by selective by tourists that alone in accordance with method they evaluate experience tour them. In the previous resreach disclose that memorable tourism experiences consist of of 7 dimensions, namely hedonism, novelty, refreshment, social interaction and local culture, meaningfulness, knowledge, and involvement (Andrianto et al., 2022).

2.2.2. Perceived Quality

According to Ranjbarian and Pool (2015) quality on destination tour determined by how the bidding process services provided (eg. friendliness, intention good, efficiency, expertise and competence employees) and results from service it (for example the place lodging, food, and on -site facilities travel).

2.2.3. Destination Brand Attachment

According to Kim and Malek, (2017) branding on a destination tourism is very important so that the destination tour the could distinguished and identified from its competitors in the market. Rather et al. (2020) define a destination brand tour as a “name, symbol, logo, word, or chart others that identify and differentiate with competitor more, more far again branding the place tour give promise traveler will get forgotten experience, thing this make traveler have strong and fun memory about the experience During in place travel.

2.2.4. Intention to Revisit Destination

Intention to revisit is intention visitors for return to do visit to something destination tour certain (Bintarti & Ergo, 2017). In context holiday or recreation, intention to revisit is intention traveler for return To do visit to something destination tour certain (Nurazizah & Marhanah, 2020).

3. Research Methods

3.1. Analysis Model

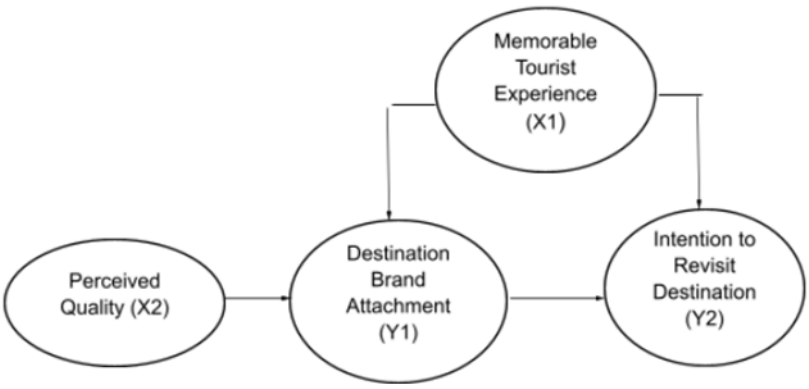

Figure 3.1. Framework Hypothesis

H1: Memorable Tourist Experience has an effect to Destination Brand Attachment
H2: Memorable Tourist Experience has an effect to Intention to Revisit Destination
H3: Perceived Quality has an effect to Destination Brand Attachment
H4: Destination Brand Attachment has an effect to Intention to Revisit Destination

3.2. Research Approaches

Study this will use method quantitative. retrieval technique sample on research this that is using purposive sampling, it is expected criteria sample obtained truly in accordance with research conducted and able explain state actually about the object under study. Criteria to be Becomes respondent that is man or female, at least 18 years old, and before already once visit pool Surya Waterboom swimming in period December 2020, respondents who filled in must really participating tourists active try rides at Surya Waterboom. minimum sample used in study this is 98 samples. Deployment process questionnaire conducted online with share the questionnaire link through number each other's phone. Study this use variable independent namely perceived quality, and memorable tourist experience, as well as variable dependent namely destination brand attachment and intention to revisit destination.

Data analysis techniques used in study this using Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) equation model with variance approach or component-based structural equation modeling. According to Hult et al., (2018) PLS-SEM aims for develop theory or build theory. pls use for explain there is whether or not connection between variable.

4. Results and Discussion

4.1. Description of Respondents Characteristics

On The majority of this study was female with a total of 55 people. This number reached 55% of the total respondents. Whereas male respondents amounted to 45 people or 45% of the total. amount respondents aged 18-22 years amounted to 43 people or 43% of total number of respondents. Respondents aged 23-27 years totaling 18 people or 18% of whole respondents. Respondents aged 28-32 years totaling 24 people or 24% of whole respondents. Whereas respondents aged 33-37 years totaling 10 people or 10% of whole respondents. Amount respondent small is in the range over 37 years old with the number of 5 people or 5% of total number of respondents. amount visit to Surya Waterboom 1 time totaling 26 people or 26% of the total respondents. Amount visit as much as 2 times totaling 33 people or 33% of the total respondents, the total visit 2 times is the highest compared with amount another visit. Amount visit 3 times totaling 19 people or 19% of the total respondents. Amount visit 4 times totaling 22 people or 22% of the total respondents.

4.2. Partial Least Square Analysis

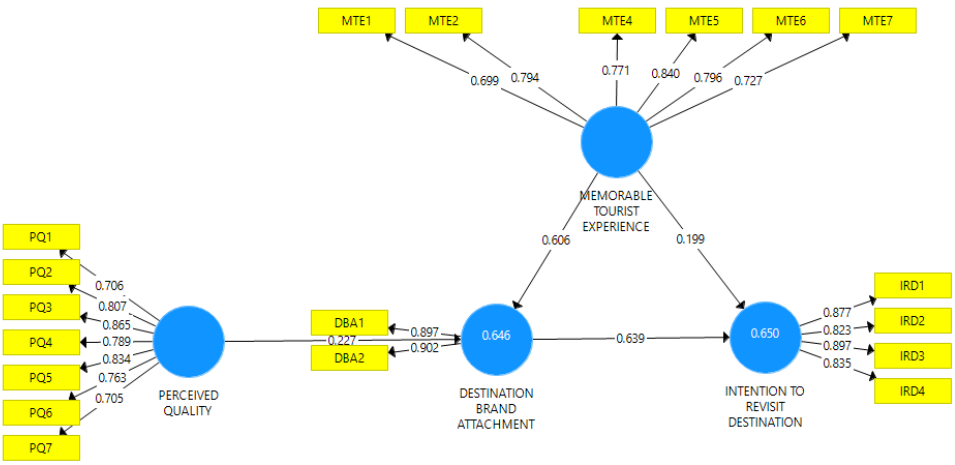

Figure 4. 1 PLS Algorithm Estimation

4.2.1. Validity Test

a. Reliability Indicators

Table 4. 1 *Indicator Reliability Measurement Variable Memorable Tourist Experience*

Indicator	Outer Loading	Information
I feel happy after tour at Surya Waterboom (MTE1)	0.668	Valid
I get experience what 's new in Surya Waterboom (MTE2)	0.795	Valid
I feel free from routine daily when tour at Surya Waterboom (MTE3)	0.516	Invalid
I got good impression after tour at Surya Waterboom (MTE4)	0.764	Valid
I get something meaningful or means after tour at Surya Waterboom (MTE5)	0.845	Valid
I get knowledge new after tour at Surya Waterboom (MTE6)	0.791	Valid
I feel interested with activity tour at Surya Waterboom (MTE7)	0.730	Valid

Source: **Primary data processed researcher (2021)**

In table 4.1 for the variable reliability indicator test *memorable tourist experience* there is one indicator that is MTE3 variable which has outer loading value below determination. So from that decided for delete indicator that and done testing repeat.

Table 4. 2 *Indicator Reliability Measurement Variable Memorable Tourist Experience II*

Indicator	Outer Loading	Information
I feel happy after tour at Surya Waterboom (MTE1)	0.699	Valid
I get experience new tour at Surya Waterboom (MTE2)	0.794	Valid
I got good impression after tour at Surya Waterboom (MTE4)	0.771	Valid
I get something meaningful or means after tour at Surya Waterboom (MTE5)	0.840	Valid
I get knowledge new after tour at Surya Waterboom (MTE6)	0.796	Valid
I feel interested with activity tour at Surya Waterboom (MTE7)	0.727	Valid

Source: **Primary data processed researcher (2021)**

Table 4. 3 *Indicator Reliability Measurement Variable Perceived Quality*

Indicator	Outer Loading	Information
According to I'm Surya Waterboom offer the place nice tour (PQ1)	0.706	Valid
According to I quality Services offered by Surya Waterboom satisfactory (PQ2)	0.807	Valid
According to I quality pool swimming at Surya Waterboom good (PQ3)	0.865	Valid
According to I water quality in the pool Solar Waterboom swimming good (PQ4)	0.789	Valid
According to I'm Surya Waterboom have characteristics pool suitable swimming with needs visitors (PQ5)	0.834	Valid
According to I pool Solar Waterboom swimming have quality good already tested (PQ6)	0.763	Valid
According to I pool Surya Waterboom swimming is very interesting for made the place travel (PQ7)	0.705	Valid

Source: **Primary data processed researcher (2021)**

All outer loading values indicator has more big from determination ie 0.6. This result show that all indicator items for the perceived quality variable has have good validity.

Table 4. 4 *Indicators of Reliability Measurement Variable Perceived Quality*

Indicator	Outer Loading	Information
I made Surya Waterboom as the place mainstay for go travel (DBA1)	0.897	Valid
I have interesting and positive experience During is at Surya Waterboom (DBA2)	0.902	Valid

Source: **Primary data processed researcher (2021)**

This result show that all indicator items for destination brand attachment variable has have good validity.

Table 4. 5 *Indicator Reliability Measurement Variable Intention to Revisit Destination*

Indicator	Outer Loading	Information
According to I'm Surya Waterboom offer the place nice tour (IRD1)	0.877	Valid

According to I quality Services offered by Surya Waterboom satisfactory (IRD2)	0.823	Valid
According to I quality pool swimming at Surya Waterboom good (IRD3)	0.897	Valid
According to I water quality in the pool Solar Waterboom swimming good (IRD4)	0.835	Valid

Source: **Primary data processed researcher (2021)**

This result show that all indicator items for variable intention to revisit destination has have good validity.

b. Discriminant Validity

Table 4. 6 *Cross loadings*

	Memorable tourist experience	Perceived Quality	Destination Brand Attachment	Intention to Revisit Destination
(MTE1)	**0.699**	0.584	0.542	0.513
(MTE2)	**0.794**	0.631	0.533	0.487
(MTE4)	**0.771**	0.679	0.619	0.545
(MTE5)	**0.840**	0.649	0.672	0.518
(MTE6)	**0.796**	0.576	0.606	0.464
(MTE7)	**0.727**	0.667	0.655	0.700
(PQ1)	0.527	**0.706**	0.485	0.581
(PQ2)	0.688	**0.807**	0.625	0.509
(PQ3)	0.678	**0.865**	0.609	0.629
(PQ4)	0.647	**0.789**	0.536	0.658
(PQ5)	0.674	**0.834**	0.612	0.651
(PQ6)	0.671	**0.763**	0.503	0.448
(PQ7)	0.609	**0.705**	0.582	0.550
(DBA1)	0.644	0.599	**0.897**	0.767
(DBA2)	0.781	0.705	**0.902**	0.667
(IRD1)	0.657	0.654	0.705	**0.877**
(IRD2)	0.578	0.668	0.653	**0.823**
(IRD3)	0.629	0.658	0.721	**0.897**
(IRD4)	0.555	0.542	0.654	**0.835**

Source: **Primary data processed researcher (2021)**

Proven with value of loading factor per indicator of each variable have more value tall compared to variable loading factor value other. From result that, is known that discriminant validity on the structural model already fulfilled.

Table 4. 7 *Fornell larcker*

	Destination Brand Attachment	Intention to Revisit Destination	Memorable Tourist Experience	Perceived Quality
Destination Brand Attachment	0.899			

Intention to Revisit Destination	0.797	0.858		
Memorable Tourist Experience	0.793	0.706	0.773	
Perceived Quality	0.726	0.735	0.822	0.783

Source: **Primary data processed researcher (2021)**

According to Hult et al., (2018) if criteria Fornell-Larcker have score varied between 0.60 and 0.80 then could considered. with thereby results this show that through the Fornell-Larcker test discriminant validity of the structural model already fulfilled.

c. Internal Consistency

Table 4. 8 *Internal Consistency*

Variable	Composite reliability	Cronbach's Alpha	Information
Destination brand Attachment	0.894	0.763	Reliable
Intention to Revisit Destination	0.918	0.881	Reliable
Memorable tourist experience	0.899	0.864	Reliable
Perceived Quality	0.917	0.894	Reliable

Source: **Primary data processed researcher (2021)**

Internal consistency shows that composite reliability and *Cronbach's alpha* values for each variable already more from 0.70. With thereby could concluded reliability and consistency measurement variable in the structural model already could fulfilled.

d. Convergent Validity

Table 4. 9 *Average Variance Extracted*

Variable	AVE	Information
Memorable Tourist Experience	0.597	Valid
Perceived Quality	0.613	Valid
Destination Brand Attachment	0.809	Valid
Intention to Revisit Destination	0.737	Valid

Source: **Primary data processed researcher (2021)**

Result of the AVE value in table 5.16 is known that on each variable has generated each value is 0.597 (memorable tourist experience), 0.613 (perceived quality), 0.809 (destination brand attachment), 0.737 (intention to revisit destination). already bigger from 0.50. From table on could is known that convergent validity on the structural model already could fulfilled.

4.2.2. Inner Model Evaluation

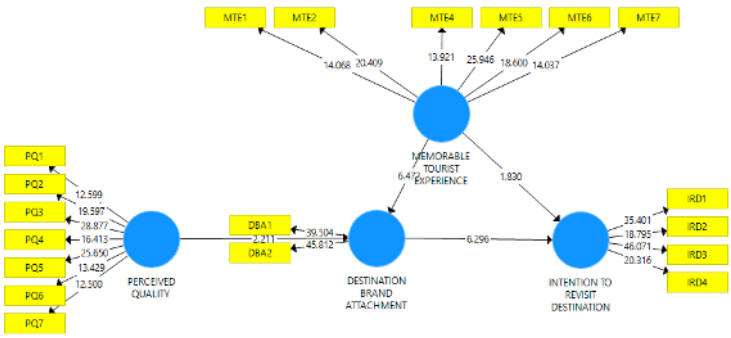

Figure 4. 2 Inner Model with Bootstrapping

a. R-Square

Table 4. 10 *R Square Value*

Variable	R Square
Destination Brand Attachment	0.646
Intention to Revisit Destination	0.650

Source: **Primary data processed researcher (2021)**

The value of R square on the destination brand attachment variable is obtained of 0.646 which means that diversity perception attachment visitors to the Surya Waterboom brand could explained by the perception of memorable tourist experience and perceived quality of 64.6% while the rest of 35.4% is explained by other factors that do not used in models. Whereas score Rsquare on the variable intention to revisit destination is obtained of 0.650 which means that diversity perception visitors to

b. Q-Square

Following is Q-Square calculation:

$$\text{Q-Square} = 1-(1-0.646)\ (1-0.650) = 0.881\ (1)$$

From result calculation is known that Q-Square value is 0.881. This thing show that research model have accuracy good prediction good.

c. F-Square

Table 4. 11 *F-Square. Coefficient*

Track	F-Square
Memorable tourist experience → Destination brand attachment	0.337
Memorable tourist experience → Intention to revisit destination	0.042
Perceived quality → Destination brand attachment	0.047
Destination brand attachment → Intention to Revisit destination	0.432

Source: **Primary data processed researcher (2021)**

d. Test Hypothesis

Table 4. 12 *Test Hypothesis*

	Path of Influence	Original Sample	T-Statistics	P-Values	Information
H1	Memorable tourist experience → Destination brand attachment	0.606	6.472	0.000	Significant
H2	Memorable tourist experience → Intention to revisit destination	0.639	1,830	0.000	Not Significant
H3	Perceived quality → Destination Brand attachment	0.227	2.211	0.056	significant
H4	Destination brand attachment → Intention to revisit destination	0.199	6.296	0.022	Significant

Source: **Primary data processed researcher (2021)**

Based on results bootstrap estimation on results partial least square analysis, the following explanation hypothesis as following:

1. Hypothesis first obtained big influence 0.606 with T statistics value 6,472 more big compared to the provisions i.e., 1.96 so that could conclude that memorable tourist experience has influence significant positive to destination brand attachments. Effect obtained have direction positive meaning if perception visitors for the positive memorable tourist experience, then destination brand attachment to visitors will higher. Based on results the then H1 is accepted.

2. Hypothesis second obtained big influence 0.639 with T statistics value 1,830 more small compared to the provisions i.e., 1.96 so that could conclude that memorable tourist experience is not have significant influence on intention to revisit destination. Based on results the then H2 is rejected.
3. Hypothesis third obtained of 0.227 with value of T statistics 2.211 more big compared to provision i.e., 1.96 so that could conclude that perceived quality has influence significant positive to destination brand attachments. Effect obtained have direction positive which means if perception visitors on quality positive then destination brand attachment to visitors will higher. Based on results the then H3 is accepted.
4. Hypothesis fourth obtained of 0.199 with T statistics value 6296 more big compared to provision i.e., 1.96 so that could interpreted that destination brand attachments have influence significant positive on intention to revisit destination. Influence obtained have direction positive which means if visitor 's perception of destination brand attachment positive then the intention to revisit destination will be higher. Based on results the then H4 is accepted.

5. Conclusions and Practical Implication

5.1. Conclusions

Based on the results of research with the title of antecedents and consequences of destination brand attachment empirical studies on Surya Waterboom with partial least square method, then the conclusion from the research this is The memorable tourist experience variable has influence positive and significant to destination brand attachments. With this so hypothesis 1 is accepted. The memorable tourist experience variable has influence that is not significant on intention to revisit destination. With more T-Statistic value small from 1.96 under applicable provisions, then hypothesis 2 is rejected. The perceived quality variable has influence positive significant to destination brand attachments. So hypothesis 3 is accepted. The Destination brand attachment variable has influence positive significant on intention to revisit destination. So hypothesis 4 is accepted.

5.2. Practical Implication

Known from results study that variable memorable tourist experience becomes antecedent from destination brand attachments. Regarding memorable tourist experience, Surya Waterboom could complete destination the tour with vehicle attractive game for make traveler bound with the Surya Waterboom brand. Surya Waterboom could use opportunity this for designing the layout so that there are interesting spots visually so that can be utilized for take pictures.

Regarding perceived quality, Surya waterboom could carry out routine maintenance for guard safety and comfort rides and facilities supporters at the destination travel. From this maintenance session, it is expected could produces output in the form of increase quality rides and facilities support at destination travel. Maintained quality expected could make traveler feel safe and comfortable, so that could Fulfill expectation tourists. Surya Waterboom could provide facility new in the form of the place for massage and relaxation for people who are bored waiting, of course with designing procedure security more formerly remember moment this currently in a time of pandemic.

From side quality services provided, number of staff employed reduce During pandemic so from it's Surya Waterboom can provide some future call center spots direct connected with Surya Waterboom staff for minimize wasted time if there is travelers in need help. Surya Waterboom needs notice convenience accessibility, moreover the location is entered to village residents, the availability of sufficient parking area, social media source information completes about destination tour for example operating hours, prices tickets, latest promos and more. Enhancement quality this will influence decision traveler for to do visit repeat, and influence destination brand position travel to tourists.

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