

The Impact of Destination Brand on Revisit Intention and Recommendation Intention in Bali Island

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ABSTRACT

This study aims to analyse the influence of Destination Brand towards Revisit Intention and Recommendation Intention with the research object of Bali Island. This study uses two dependent variable and three independent variables. This study uses primary data by distributing questionnaires online. The sample used in this study was 287 respondents. While the data processing method in this study uses the IBM SPSS 26.0 and Smart PLS 3.0 software to perform model tests and hypothesis testing. The result of this study shown that Destination Brand Engagement and Destination Brand Authenticity had a positive and significant effect on Revisit Intention and Recommendation Intention. Meanwhile, Destination Brand Self-Congruence has no effect on Revisit Intention and Recommendation Intention.

Keywords: *Destination Brand, Revisit Intention, Recommendation Intention.*

1. INTRODUCTION

Indonesia is an archipelagic country with diverse tourism sectors spread across various fields. The tourism sector serves as the nation's primary source of income due to its various attractions, including mountains, beaches, forests, breath-taking underwater views for diving, hotels, restaurants, and even unique handicrafts crafted by local residents. The government reports that Indonesia's foreign exchange earnings from the tourism sector reached \$4.26 billion in 2022. This revenue has surged by 769.39% compared to the year 2021.

The development of tourist destinations needs to be carefully planned and executed to ensure their sustainability. Tourism has the potential to be competitive, overcome various challenges, attract first-time visitors, enhance tourist loyalty, and maintain its uniqueness within the cultural and environmental context. Therefore, tourism should be developed in a way that can be sustain and balances the satisfaction of tourists, including economic development and the protection of the surrounding environment.

A consumer typically pays more detailed attention to the authenticity of a product. When a brand attachment quite low, brand authenticity significantly enhances brand attitude. Applying this to a tourist destination, when the destination brand authenticity of a tourist destination is high, and the desired level of authenticity for tourist is met, tourists are likely to experience satisfaction and achieve a high level of destination brand engagement (Chen et al., 2020). Chen et al. (2020) stated that destination brand authenticity has a significant effect on destination brand engagement. Thus, the first hypothesis developed is H1: Destination Brand Authenticity has a positive effect on Destination Brand Engagement.

A customer typically chooses a product that aligns with their self-concept. Therefore, brand self-congruence can be conceptualized as a key factor in brand engagement activities. When a traveller's relationship with a tourist destination is considered quite close, positive emotions and positive behaviours of the traveller can also be increased. Chen et al. (2020) stated that destination brand self-congruence has a positive effect on destination brand engagement. Therefore, a hypothesis can be stated as H2: Destination Brand Self-Congruence has a positive effect on Destination Brand Engagement.

In a tourism industry, a tourist's level of engagement can positively influence brand loyalty. When a tourist has a high level of Destination Brand Engagement, they are usually more forgiving of mistakes and are inclined to provide feedback when a tourist destination makes an error or engages in activities that may discomfort the tourist. Chen et al. (2020) argued that destination brand engagement has a positive effect on revisit intention, but Kumar and Kaushik (2020) stated that destination brand engagement has a negative effect on revisit intention. Then, the third hypothesis is H3: Destination Brand Satisfaction has a positive influence on Revisit Intention.

The contents created by each tourist is considered plays a significant role in the branding activities carried out by a tourist destination (Moro & Rita, 2018). Brand engagement is also regarded as having a substantial impact on the quality of services provided by a tourist destination. Chen et al. (2020) stated that destination brand engagement has a positive effect on recommendation intention. The hypothesis that can be developed is H4: Destination Brand Engagement has a positive effect on Recommendation Intention.

Tourism activities are separate from one's daily life as they provide an opportunity for relaxation, a break from routine, and the freedom to be oneself without the need to conform. Consequently, many managers are aware of the importance of brand authenticity to ensure that the perceived authenticity felt by a tourist can attract them to revisit the tourist destination. Chen et al. (2020) argued that destination brand authenticity has a negative effect on revisit intention. The formulation of the hypothesis that can be developed is H5: Destination Brand Authenticity has a positive effect on Revisit Intention.

When a tourist perceives a high level of authenticity from a tourist destination and achieves a satisfactory experience, the tourist will sense of destination brand engagement. In this context, the tourist is more likely to recommend the destination to others. Chen et al. (2020) stated that destination brand authenticity has a positive effect on recommendation intention. Therefore, the hypothesis that can be developed is H6: Destination Brand Authenticity has a positive effect on Recommendation Intention.

Destination brand self-congruence is typically closely related to the consistency between a tourist's self-concept and the destination brand image. This self-concept can be understood as how an individual perceives themselves and is highly instrumental in explaining one's preferences. When a tourist can freely express their identity, they tend to choose tourist locations that align with their characteristics. Chen et al. (2020) argued that destination brand self-congruence has a positive effect on revisit intention. The formulation of the hypothesis that can be developed is H7: Destination Brand Self-Congruence has a positive effect on Revisit Intention.

A high level of Destination brand self-congruence illustrates that the destination image is similar to the tourist image. However, this is not uniform for every tourist, as each individual has different preferences for tourist destinations. Consequently, a tourist with such alignment is likely to have a high level of destination brand engagement. Chen et al. (2020) stated that destination brand self-congruence has a negative effect on recommendation intention. Therefore, the hypothesis that can be developed is H8: Destination Brand Self-Congruence has a positive effect on Recommendation Intention.

This research is replicating Chen et al. (2020) research. This research stated that destination brand engagement has a positive effect on revisit intention. Meanwhile, Kumar & Kaushik (2020) argued that destination brand engagement has no effect on revisit intention. Considering these results' gap, this study is further carried out by replicating the research model of Chen et al. (2020) on Bali Island. This study aims to determine and analyse the effects of destination brand engagement, destination brand authenticity, and destination brand self-congruence on revisit intention and recommendation intention with the research object of Bali Island.

2. RESEARCH METHODS

This research is causal. The data used were primary data on the population of this study, namely tourists who have been to Bali Island in the past one year, at least 18 years old, and is an Indonesian citizen. The sampling technique used in this study was non-probability sampling. There were 318 questionnaires received online, but only 287 questionnaires can be processed. Data processing techniques used SEM-PLS. Measurements of every variable replicate Chen et al. (2020).

3. RESULT AND DISCUSSIONS

Table 1 shows the result of the measurement model. The result of the measurement model shows that the measurement of second-order construct for Destination Brand Authenticity and Destination Brand Engagement are valid because the minimum value of average variance extracted (AVE) is 0.5. Internal consistency variable reliability testing is indicated by the minimum value of construct reliability (CR) is 0.7. This proves that the data used in this study were well over the respective threshold values. Thus, all higher-level constructs were verified.

The discriminant validity from every indicator is presented in Table 2. Because the cross loading value for all indicators were greater than their correlation coefficients with the other indicators, the discriminant validity was considered favourable (Fornell & Larcker, 1981).

Table 1. The measurement model: second-order construct.

<i>Second-Order Construct</i>	<i>Second-Order Constructs</i>	<i>Path Coefficient</i>	<i>t-Value</i>
<i>Destination Brand Authenticity</i> (CR = 0,906; AVE = 0,569)	<i>Continuity</i>	0,861	43,015
	<i>Credibility</i>	0,803	23,506
	<i>Integrity</i>	0,847	40,684
	<i>Symbolism</i>	0,841	44,290
<i>Destination Brand Engagement</i> (CR = 0,880; AVE = 0,554)	<i>Cognitive Processing</i>	0,619	12,463
	<i>Affection Factor</i>	0,897	47,791
	<i>Activation Factor</i>	0,883	58,527

Table 2. Discriminant validity analysis: cross loading.

	DBE	DBA	DBSC	REV	REC
DBE5	0,708	0,487	0,329	0,523	0,528
DBE6	0,731	0,477	0,447	0,475	0,494
DBE8	0,731	0,509	0,476	0,536	0,464
DBE9	0,809	0,545	0,556	0,625	0,517
DBE10	0,737	0,569	0,428	0,591	0,527
DBA1	0,459	0,718	0,293	0,435	0,399
DBA2	0,496	0,773	0,439	0,461	0,470
DBA3	0,531	0,755	0,467	0,530	0,495
DBA7	0,491	0,738	0,524	0,471	0,485
DBA11	0,589	0,831	0,540	0,586	0,615
DBA12	0,575	0,705	0,526	0,497	0,550
DBSC1	0,547	0,583	0,909	0,471	0,498
DBSC2	0,572	0,566	0,945	0,503	0,494
DBSC3	0,558	0,576	0,921	0,496	0,502
REV1	0,450	0,481	0,239	0,744	0,522
REV2	0,729	0,608	0,547	0,874	0,630
REV3	0,630	0,546	0,478	0,863	0,642
REC1	0,519	0,579	0,415	0,563	0,827
REC2	0,599	0,589	0,472	0,640	0,878
REC3	0,563	0,488	0,444	0,588	0,765

Table 3. Results of structural model analysis.

Path	Original Sample	T Stat.	P Value	Remark
DBA → DBE	0,523	8,942	0,000	Supported
DBSC → DBE	0,279	4,626	0,000	Supported
DBE → REV	0,536	7,252	0,000	Supported
DBE → REC	0,383	5,615	0,000	Supported
DBA → REV	0,262	3,648	0,000	Supported
DBA → REC	0,348	4,850	0,000	Supported
DBSC → REV	0,043	0,701	0,484	Not Supported
DBSC → REC	0,091	1,352	0,177	Not Supported

Table 3 and Figure 1 shows the structural model analysis of this study. Hypothesis 1 test shows that destination brand authenticity has a positive and significant effect on destination brand engagement. This is in line with Chen et al. (2020) research that stated destination brand authenticity affects destination brand engagement. The more authentic a tourist destination, the more engagement the traveller will feel.

Destination brand self-congruence has a positive and significant effect on destination brand engagement (H2) of Bali Island. This is in line Chen et al. (2020) that stated destination brand self-congruence has a positive impact with destination brand engagement. It can be concluded that the level of compatibility between the personality of Bali Island and the visiting tourists can influence the perceived level of engagement by the visiting tourists.

Hypothesis 3 test shows that destination brand engagement has a positive and significant effect on revisit intention of Bali Island. This is in line with research conducted by Chen et al. (2020) that stated destination brand engagement has an effect on revisit intention. The destination brand engagement undertaken by Bali Island is capable of fostering a high level of engagement among visiting tourists. A tourist with a high level of engagement is likely to revisit the tourist destination in the future.

Destination brand engagement has a positive and significant effect on recommendation intention (H4). This is in line with research conducted by Chen et al. (2020) which states destination brand engagement has an effect on recommendation intention. A tourist with a high level of engagement tends to spread positive Word of Mouth (WOM) regarding a tourist destination. This can be concluded that Bali Island is capable to make every tourist who comes to Bali Island has a high level of engagement.

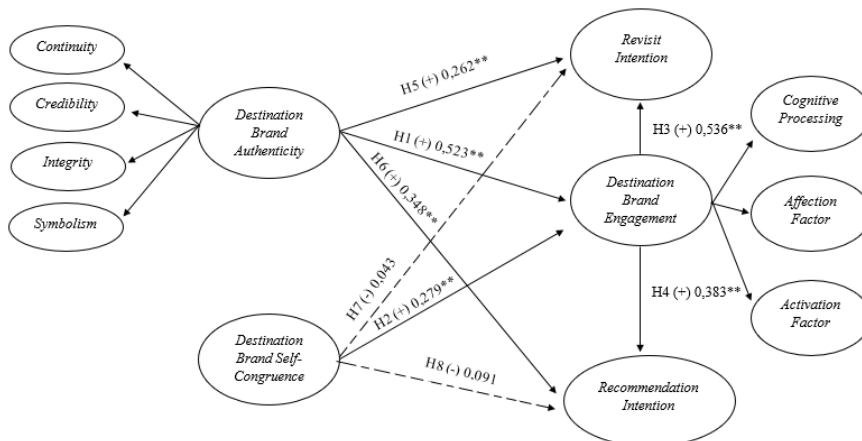


Figure 1. The result of the structural modelling testing. ** Significant coefficient p-value $\leq 0,05$. The figure listed is the original sample. The dashed line is an unsupported hypothesis.

Hypothesis 5 test shows that destination brand authenticity has a positive and significant effect on revisit intention. This finding is different with the research conducted by Chen et al. (2020) which states that destination brand authenticity has a positive but not significant effect on revisit intention. The level of authenticity possessed by Bali Island influences the desire of tourists to revisit Bali. This is because many people rarely experience cultural authenticity due to the progress of time, but the cultural authenticity upheld by Bali Island provides tourists with a unique experience distinct from their daily routine.

Destination brand authenticity has a positive and significant effect on recommendation intention (H6). This is in line with research conducted by Chen et al. (2020) that stated destination brand authenticity has an effect on recommendation intention. A tourist destination with a high level of authenticity can help tourists break away from their mundane daily routines, offering experiences rarely encountered. Bali Island, with its high level of cultural authenticity, enables tourists to share positive reviews and recommendations with other travellers, both directly and online.

Hypothesis 7 test shows that destination brand self-congruence has a positive but not significant effect on revisit intention. This finding is different with the research conducted by Chen et al. (2020) which states that destination brand self-congruence has an effect on revisit intention. It can be concluded that Bali Island currently does not align with the self-concept of each tourist, thereby not influencing the desire of tourists to revisit Bali Island in the future.

Destination brand self-congruence has a positive but not significant effect on recommendation intention (H8). This is in line with research conducted by Chen et al. (2020) which states that destination brand self-congruence has a

positive but not significant effect on recommendation intention. Bali Island lacks a concept that aligns with the self-concept of each tourist, thereby not influencing the desire of tourists to recommend Bali Island to others, either online or in person face to face.

4. CONCLUSION

This study has 6 supported hypotheses and 2 unsupported hypotheses, as follows: 1. Destination Brand Authenticity affects Destination Brand Engagement of Bali Island. 2. Destination Brand Self-Congruence affects Destination Brand Engagement of Bali Island. 3. Destination Brand Engagement affects Revisit Intention of Bali Island. 4. Destination Brand Engagement affects Recommendation Intention of Bali Island. 5. Destination Brand Authenticity affects Revisit Intention of Bali Island. 6. Destination Brand Authenticity affects Recommendation Intention of Bali Island. 7. Destination Brand Self-Congruence has no effect on Revisit Intention of Bali Island. 8. Destination Brand Self-Congruence has no effect on Recommendation Intention of Bali Island.

A suggestion for future research is based on the research findings, it was found that destination brand self-congruence variable has no effect on Revisit Intention and Recommendation Intention variables. Therefore, further in-depth studies on this variable are necessary. This aims to find solutions to validate this variable for the research and accurately depict the actual conditions.

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