Customer-Based Destination Brand Equity (CBDBE) and Digital Marketing on Revisit Intention Mediated by Tourist Satisfaction
(Case Study at Mount Bromo)

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ABSTRACT

The results showed that Customer-Based Destination Brand Equity (CBDBE) and Digital Marketing have a significant influence on Revisit Intention by tourists. Customer-Based Destination Brand Equity (CBDBE) influences the intention to revisit through tourist satisfaction. Digital marketing also has an important role in influencing tourist behavior and satisfaction. There have been studies examining domestic travellers' perceptions of the use of digital marketing tools and platforms, and this research shows the importance of understanding how digital marketing influences traveller behaviour. In addition, in low-density tourism areas, digital marketing can have a significant impact on destination image, tourist satisfaction, and loyalty. A good understanding of the influence of CBDBE and digital marketing can help in developing effective marketing strategies to increase the intention of returning visits by tourists.

Keywords: Customer-Based Destination Brand Equity, Digital Marketing, Revisit Intention, Tourist Satisfaction.

1. INTRODUCTION

The tourism sector in Indonesia is often cited as one of the largest contributors to state revenue. Indonesia is an archipelago that has more than 17,000 islands, each of which offers unique geographical and cultural diversity. From tropical beaches, volcanoes, rainforests, to cultural richness spanning various ethnicities and customs, Indonesia offers a wide range of attractions that appeal to both domestic and international tourists. The Indonesian government has invested significantly in the development of tourism infrastructure, including transportation, accommodation, and recreational facilities. These investments increase accessibility and convenience for tourists, contributing to the growth of visits. Targeted marketing and promotion programs, including effective digital campaigns, have raised international awareness of Indonesia as a tourist destination. Campaigns such as "Wonderful Indonesia" have successfully raised the country's international profile as a major tourist destination. The tourism sector brings significant revenues from abroad into the Indonesian economy. This is not only through direct costs such as accommodation and food but also through other tourist shopping, including shopping at local markets, entrance fees for attractions, etc. The tourism sector has a high multiplier effect on the local economy. The revenue generated by tourism helps support various other sectors such as services, construction, food and beverage production, and more. This creates jobs and opens up new business opportunities, all of which contribute to state revenue. Tourism is a relatively stable source of foreign income and can act as a counterweight when other sectors such as commodity exports decline. This makes this sector crucial in the national economic strategy to maintain stability and growth.

The increase in the tourism sector is believed to contribute to the economy and employment, for that, branding, campaigning, positioning, need to continue to be pursued and the public needs to continue to be educated to be in line with what is needed by tourists, especially foreign countries. In addition to natural resources, the tourism climate is also worthy of attention. A memorable travel experience is very important for tourist destinations. Based on the results of the study, the long-term memorability of the travel experience can play an important role in future traveler behavior (Hu & Xu, 2021).

Based on data from the Central Statistics Agency (BPS), East Java is recorded as the province with the highest number of tourist trips, both as the origin of travel and as a tourist destination of the archipelago. One of the tourist attractions that become a favorite destination for tourists is Mount Bromo. Mount Bromo is a volcano that is still active in East Java, Indonesia. Mount Bromo is a natural wonder in Indonesia, often making tourists amazed by the beauty of its natural scenery (Farozan 2023). Mount Bromo is a mountainous area in East Java, Indonesia that presents a wide

selection of interesting tourist destinations to visit. The tourist experience at Mount Bromo offers a variety of physical, psychological, and social benefits that can strengthen the emotional connection with these places and make it an exciting experience.

The previous researches have investigated that the concept of Customer-Based Destination Brand Equity (CBDBE) has gained significant attention in the tourism industry. It involves understanding the different dimensions of customer-based brand equity for tourism destinations (CBBETD) (Dedeoğlu et al., 2019). Studies have shown that measuring the brand equity of destination brands using the CBBE model in a developing country context is essential due to its scarcity (Kashif et al., 2015). The destination image plays a crucial role in transferring customer-based brand equity for a tourist destination to products associated with the destination brand (Chekalina et al., 2018). Additionally, customer experience quality received by tourists can influence destination-based brand equity and lead to tourist decision-making in choosing the best destination for vacation (Cano Guervos et al., 2020). Furthermore, the CBBE model has been applied to various tourist destinations, such as Lahore Fort, to measure customer-based brand equity of tourist destinations (Tran et al., 2021). Research has also found direct positive links between the dimensions of brand equity and customer satisfaction, except for the effect of destination brand awareness on destination brand loyalty. Moreover, the CBBE model has been used to measure the customer-based brand equity of tourist destinations, such as Kashmir Valley, to understand its impact on destination loyalty (Nguyen Viet et al., 2020). In addition to brand equity, factors such as service quality, destination image, and memorable experience have been found to influence tourists' revisit intention, mediated by tourist satisfaction. The influence of experiential marketing on visitors' satisfaction and intention to revisit at tourist destinations has also been studied, highlighting its role in creating tourist satisfaction and driving revisit intention (Hanalyna Dethan et al., 2023). Moreover, authenticity has been found to directly and indirectly affect tourists' revisit intention via memorable tourism experiences and place attachment. Digital marketing has emerged as a crucial tool for promoting tourist destinations and enhancing user loyalty. It is considered a key part of growth and user loyalty strategies in the digital economy. Furthermore, digital marketing control and evaluation efforts aim to ensure that marketing strategies are on target, accurate, and measurable. In conclusion, the concept of Customer-Based Destination Brand Equity (CBDBE) has been extensively studied in the context of tourism destinations, with a focus on its dimensions, influence on tourist satisfaction and revisit intention, and its relationship with digital marketing strategies.

Return visits to tourist destinations are the main goal of every tourist spot. Indonesia with cultural diversity and tourism that should be proud, in fact there are still many regional tours that have not been maximally exposed. Mount Bromo is one of the leading tourism potentials in East Java that has not maximally absorbed tourists. Competition in the tourism industry today is indeed very tight, so studying the factors that affect return visits is a challenge for managers and related agencies after tourists have visited these tourist attractions. In order to increase tourist interest to return to visit, implementing marketing strategies that focus on tourists, one of which is Customer-Based Destination Brand Equity (CBDBE) and digital marketing.

1.1. Revisit intention

Revisit Intention is defined as the behavioral intention of tourists to visit tourist destinations again in the future (Acharya et al., 2023). Travel experiences that have been felt before by tourists when visiting increase revisit intention through evoking nostalgia (Dethan et al., 2020). In addition, revisit (revisit intention) can be said to be a principle created through a level of customer desire, where there is a desire to revisit, give advice to others, and also give a good response.

Revisit intention, or the likelihood of tourists returning to a destination or repeating an activity, is a critical measure of success in the tourism industry. Several factors can influence a tourist's decision to revisit a place. Here are four key impacts that are commonly recognized as driving the revisit intentions:

1) Tourist Satisfaction. The overall satisfaction of tourists during their initial visit is a major determinant of whether they will choose to return. Satisfaction can stem from various aspects of their experience, such as the quality of service, the value for money, the enjoyment of activities, and the fulfillment of expectations.

2) Perceived Value. This refers to the tourists' perception of the value they receive from their visit, considering both the costs incurred and the benefits received. It encompasses not only economic value but also emotional and social value.

3) Destination Image. The image or brand of the destination significantly impacts revisit intentions. This includes not only the natural and cultural attractions but also the atmosphere, safety, cleanliness, and the friendliness of the local population.

4) Emotional Attachment. Emotional attachment involves the development of sentimental or emotional bonds between the tourist and the destination. This can be influenced by memorable experiences, personal milestones, or the fulfillment of personal interests and hobbies during their visit.

1.2. Customer-Based Destination Brand Equity (CBDBE)

Brand equity considers the effect of differentiation that a customer's knowledge of a brand has on a customer's response to a product or service, the overall utility that a customer places in a brand compared to its competitors (Chekalina, et al. 2018). CBDBE measurement is based on the premise of developing an understanding of how marketing initiatives impact consumers' memories of tourist destination information. The branding literature posits that the Consumer Based Brand Equity (CBBE) model, developed by Aaker (1991, 1996) and Keller (1993, 2003), offers goal marketers a performance instrument that can be used to evaluate and measure consumer perceptions of goal brands. In the tourism arena, most literature confirms the effectiveness of Consumer-Based Destination Brand Equity (CBDBE) and the relationship between its dimensions.

According to Aaker (1996) Brand equity is described as a collection of assets and liabilities linked to a brand's name and symbol, such as brand name awareness, brand loyalty, perceived quality, and brand associations. These elements either enhance or diminish the value that a product or service provides to both the company and its customers. The CBDBE model according to Gnoth (2007) is about tourist destination brands, which represent the functional, emotional, and symbolic values of the destination, as well as the benefits that tourists promise to receive as a result of visiting tourist destinations.

1.3. Digital Marketing

Digital marketing is a process to market both a product, tourist attractions and services to the public through digital media facilities (Utomo, 2023). Digital marketing has several responsibilities to shape the branding of a product in digital media such as through search engine optimization (SEO) on websites, video marketing on social media and others (Damayanti & Indrawati, 2023). According to Leung et al., (2013), the use of digital marketing will make it easier for people to get information about a product, including visiting tourist areas. In line with the findings of Chu et al., (2020)suggests that digital marketing can help tour managers to determine their target market, carry out promotions, collaborate with external parties and build a brand image of tourist attractions. Based previous research, digital marketing is able to increase tourist visits to Lake Toba by 58% through social media and applications. Social media is a cost-(Schoner-Schatz et al., 2021) effective digital platform to attract potential customers and to promote tourism products and services through direct interaction with customers (Lin et al., 2020).

1.4. Tourist Satisfaction

In hospitality and tourism, understanding customer satisfaction and retention is crucial. This is packaged in several theories which, each explain the dynamic between tourists' expectations and their subsequent experiences (Loi et al., 2017). Customer satisfaction arises from customers assessing whether a product or service fulfills their needs and expectations. When the performance of products and services aligns with customer expectations, satisfaction typically follows. Conversely, if the performance falls short of what was anticipated, customers tend to be dissatisfied. As a result, companies aim to set their performance targets to surpass customer expectations to ensure satisfaction (Rini et al., 2022).

Highly satisfied consumers will usually remain loyal for a longer time, revisit when a company introduces new products and update old products, talk about good things about the company and its products to others and be less price sensitive. This is also true in the tourism sector, where tourists who are very satisfied with the experience during the first visit will remain loyal and tend to have a desire to make a return visit (Kadi et al., 2021).

2. RESEARCH METHODS

This study investigates the impact of Customer-Based Destination Brand Equity (CBDBE) and Digital Marketing on the intention to revisit, with Tourist Satisfaction acting as a mediator. The research employs a quantitative approach, which is used to test specific theories by analyzing the relationships between variables. Researchers typically measure these variables using quantifiable research tools, allowing for the collection of numerical data that is subsequently analyzed through statistical methods (Hafni Sahir, 2022). The population of this study are all tourists who visit the Mount Bromo tourist attraction area, East Java, both domestic and foreign tourists whose number of visitors is unknown, because the number of tourists who come to Mount Bromo is always changing. The sampling method employed in this

study is non-probability sampling, specifically utilizing accidental sampling techniques. According to Sugiyono (2015) accidental sampling is a technique of taking respondents as samples based on chance, where the sample can be anyone who is incidentally encountered and is suitable as a data source based on the main criteria. According to Ferdinand (2014: 48) in determining the number of samples, it depends on the number of indicators then multiplied by 5 to 10. This study uses 12 indicators so that, using this formula, the results are 12 x 10 = 120 respondents. Data Collection by Collecting data from tourists who have visited the destination. This can be done at the destination or through online platforms where recent visitors are likely to be found. Path analysis was selected as the method to test and validate our conceptual model. This technique facilitates the concurrent examination of several dependent relationships and the evaluation of latent constructs, making it an ideal choice for our study.

3. RESULT

The participants' demographic information is 120 respondents. he majority of study participants ranged in age from 21 to 40 years, with 65% possessing undergraduate degrees. The evaluation of the measurement model involved checking its reliability, along with its convergent and discriminant validity. Reliability was confirmed with Cronbach's alpha values exceeding 0.70. According to Table 1, convergent validity was established as all factor loadings exceeded 0.7, composite reliability (CR) scores were between 0.870 and 0.962, and average variance extracted (AVE) ranged from 0.568 to 0.889. Discriminant validity was established by confirming that the square root of the AVE for each variable surpassed its correlations with other variables. This was validated as all square root values of the AVE were greater than the corresponding off-diagonal values in the correlation matrix, thus affirming the discriminant validity of the model. These assessments and interpretations adhere to Shi et al., (2022); Kim et al., (2009).

Table 1. Factor Analysis and Reliability Analysis

Variable	Average Variance Extracted	Composite Reliability
CBDBE	0,889	0,962
Digital Marketing	0,862	0,951
Customer Satisfaction	0,653	0,870
Revisit Intention	0,717	0,896

Statistical testing in Smart PLS is carried out by resampling/bootstrapping method, which can also minimize abnormalities in research data. The table shows the results of resampling the direct influence of the independent variable on the dependent variable. Shows the results for the effect of mediation of customer satisfaction variables on revisit intention.

Table 2. Direct Effects

Variable	Path coefficient	t-statistic	p-value	Outcome
X1→Z	0,226	4,573	< 0,05	Supported
X1→Y	0,083	1,478	< 0,05	Weakly Supported
X2→Z	0,397	5.582	< 0,05	Supported
X2→Y	0,475	4,662	< 0,05	Supported
Z→Y	0,137	4,362	< 0,05	Supported

From the Table 2. The results reveal that Customer-Based Destination Brand Equity (CBDBE) significantly impacts customer satisfaction, particularly among tourists visiting Mount Bromo for photography or to experience the enchanting beauty of its hiking trails. This correlates with advancements in technology and information. Field observations suggest that Mount Bromo's unique appeal significantly contributes to visitor satisfaction derived from their experiences. Furthermore, digital marketing plays a crucial role in enhancing customer satisfaction and also markedly influences the intention to revisit. Additionally, the findings show that customer satisfaction strongly affects revisit intentions, indicating that social media, technology, and information are key drivers encouraging revisits to Mount Bromo. However, it was found that Customer-Based Destination Brand Equity (CBDBE) does not significantly impact the intention to revisit.

Based on the Table 3. customer satisfaction can be mediating variable both Customer-Based Destination Brand Equity (CBDBE) on revisit intention and digital marketing on revisit intention. As the finding above, showed that Customer-Based Destination Brand effect revisit intention weakly, but customer satisfaction can mediating Customer-Based Destination Brand Equity (CBDBE) on revisit intention, and makes Customer-Based Destination Brand Equity (CBDBE) has significat effect on revisit intention.

Table 3. Mediation effects

Variable	Path coefficient	t-statistic	p-value	Outcome

X1→Z→Y	0,151	3,82	< 0,05	Supported
X2→Z→Y	0,171	4,087	< 0,05	Supported

4. CONCLUSION

Visitors who are satisfied with their first visit will make a return visit to repeat the wonderful experience they have experienced, besides that there needs to be some role in digital marketing to attract tourists to visit or make a return visit. Experience is the key for tourists to make a return visit, for that there needs to be the participation of the community, tourism managers, and the government to developing tourism helps diversify the economy, reduce dependence on the export of natural resources or certain industries. This makes the economy more resilient to global economic turmoil and fluctuations in commodity prices.

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