

Analisis ekuitas merek Pulau Bali sebagai destinasi wisata = Brand equity analysis of Bali Island as travel destination / Ester Monnesari

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20387905&lokasi=lokal>

Abstrak

[Penelitian ini bertujuan menguji ekuitas merek suatu tujuan wisata dengan menggunakan konsep Customer Based Brand Equity (CBBE), Dimensi CBBE yang digunakan adalah brand awareness, brand image, brand quality, brand loyalty, dan brand value seperti pada penelitian Soyoung Boo (2008). Bali sebagai destinasi yang menarik perhatian wisatawan lokal hingga mancanegara menjadi objek penelitian ini. Hasil penelitian ini menyimpulkan bahwa brand awareness mempengaruhi brand value, secara positif karena Bali dinilai sebagai destinasi yang diakui memiliki reputasi yang bagus di masyarakat. Di sisi lain brand image mempengaruhi brand value bahwa adanya kecocokan citra yang didapat saat berlibur di Bali sesuai dengan nilai yang dibayarkan wisatawan. Brand quality mempengaruhi brand value secara positif. Bagi wisatawan kualitas yang memuaskan cukup membayar nilai yang dimiliki Bali sebagai destinasi yang dikenal mahal. Brand quality dan brand image mempengaruhi brand loyalty. Dengan kualitas wisata dan citra cukup membuat wisatawan loyal untuk kembali lagi sehingga brand value pun mempengaruhi brand loyalty secara positif. ;This research aims to examine brand equity of a destination by using Customer Based Brand Equity (CBBE) concept Dimension of CBBE used are brand awareness, brand image, brand quality, brand loyalty, and brand value as research of Soyoung Boo (2008). Bali stands as an interesting destination for local and foreign tourists to be the object of this research. This research concluded that brand awareness affects brand values in positive way because Bali is considered as a good reputable towards people. On the other hand brand image affects brand value, that self-image suits value for money they pay through travelling in Bali. Brand quality affects brand values in a positive way. For travellers, good quality is adequate to pay brand value of Bali as an expensive destination known. Brand quality and brand image affect brand loyalty. With good quality and image is sufficient to get loyal tourists back so that brand value affects brand loyalty positively., This research aims to examine brand equity of a destination by using Customer Based Brand Equity (CBBE) concept Dimension of CBBE used are brand awareness, brand image, brand quality, brand loyalty, and brand value as research of Soyoung Boo (2008). Bali stands as an interesting destination for local and foreign tourists to be the object of this research. This research concluded that brand awareness affects brand values in positive way because Bali is considered as a good reputable towards people. On the other hand brand image affects brand value, that self-image suits value for money they pay through travelling in Bali. Brand quality affects brand values in a positive way. For travellers, good quality is adequate to pay brand value of Bali as an expensive destination known. Brand quality and brand image affect brand loyalty. With good quality and image is sufficient to get loyal tourists back so that brand value affects brand loyalty positively.]