Aplikasi ekuitas merek pelanggan bali dan lombok sebagai merek destinasi = The application of customer based brand equity bali and lombok as destination brand

Gilang Hredaya, author

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Abstrak

[Penelitian ini merupakan replikasi model penelitian yang dilakukan oleh Boo (2009)

tentang aplikasi ekuitas merek pelanggan terhadap tenpat atau tujuan pariwisata,

dalam penelitian ini, Bali dan Lombok dijadikan tujuan pariwisata yang akan diteliti.

Penelitian ini termasuk kategori penelitian kuantitatif dengan deskriptif, cross

sectional studies. Hasil penelitian ini menemukan bahwa terdapat dua cara untuk

meningkatkan loyalitas pengunjung dalam bentuk keinginan untuk kembali

berkunjung dan mengatakan hal yang positif terhadap destinasi yang bersangkutan.

Pertama dengan meningkatkan kualitas dalam segi performa dimana itu akan

meningkatkan loyalitas pengunjung. Kedua dengan meningkatkan imej merek

pariwisata dengan memperkaya atau membuat imej yang lebih bervariasi yang

menampilkan berbagai fitur dari destinasi dengan tujuan membuat lebih banyak

pengunjung merasa ada kecocokan antara imej diri sendiri dan imej destinasi dimana

hal tersebut akan menghasilkan loyalitas dari lebih banyak pengunjung.;This research replicate the model

proposed by Boo (2009) which is about applying

customer based brand equity towards a destination or places, in this research the

destination used are Bali and Lombok as destination brand. This research is

categorized as quantitative research with descriptive, cross-sectional studies. The

result of this research found that there are two ways to improve destination brand

loyalty or increasing the intention to re-visit or having a positive word of mouth. First

is by increasing the quality in terms of performance which will increase consumer?s

loyalty. Second is by improving destination brand image by enrich or creating more

image variation regarding the destination feature in order to suit more consumer?s

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