

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

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### Abstrak

[Penelitian ini merupakan replikasi model penelitian yang dilakukan oleh Boo (2009) tentang aplikasi ekuitas merek pelanggan terhadap tempat 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 self-image which will results in loyalty from more consumers.]; 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 self-image which will results in loyalty from more consumers.]; This research replicate the model proposed by Boo (2009) which is about applying

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