

Model komprehensif pengalaman merek pada destinasi pariwisata = Comprehensive model of brand experience in destination context

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Abstrak

[ABSTRAK

Pemasaran adalah tentang menawarkan proposisi nilai yang superior.

Fenomena akhir akhir ini megindikasikan bahwa produk ataupun service sebagai proposisi nilai tidak lagi mencukupi untuk berperan sebagai nilai ataupun alat diferensiasi dan nilai tersebut telah berpindah ke penciptaan pengalaman pelanggan. Mengadaptasi teori merek pengalaman dari ranah pemasaran dan teori pengalaman dari ranah pariwisata, disertasi ini berusaha menyusun sebuah model komprehensif pengalaman merek destinasi. Penelitian mengambil kasus Bali sebagai destinasi wisata dan dilakukan melalui tiga tahap, wawancara pendek dengan metode SPACE matrix, Focus Group Discussion dan survey kuisisioner. Hasil penelitian berhasil mengidentifikasi anteseden dan konsekuensi dari model pengalaman merek destinasi dan membuktikan bahwa pengalaman merek destinasi dan keaslian merek destinasi mempunyai pengaruh penting dalam kesetiaan merek pelanggan dalam konteks destinasi pariwisata;

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ABSTRACT

This dissertation is driven from the notion that marketing is all about offering superior value. It is suggested that the traditional product and service value proposition is no longer adequate and the meaning of value is rapidly shifting to experiences. Adapting branding theory from marketing and experience from tourism, this dissertation developed a comprehensive and holistic model of destination brand experience. This includes investigating its antecedents, consequences and relationships within the model with loyalty. The research consisted of three phases with combination of methodologies: Strategic Position and Competitive Evaluation (SPACE), Focus Group Discussion and a questionnaire survey, and took Bali as the destination case. The result has provided a context background, identified and validated antecedent and consequences of destination brand experience. Moreover, it proved that destination brand experience has significant relationship to destination brand loyalty. It also showed that destination brand authenticity has a mediation role in the relationship between destination brand experience and destination brand loyalty; This dissertation is driven from the notion that marketing is all about offering superior value. It is suggested that the traditional product and service value proposition is no longer adequate and the meaning of value is rapidly

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