

The influence of value creation on customer's based destination brand equity: case study Daerah Istimewa Yogyakarta and Magelang =
Pengaruh value-creation terhadap customer's based destination brand equity: studi kasus Daerah Istimewa Yogyakarta dan Magelang

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Abstrak

Mengukur bagaimana merek menambah nilai produk dapat diukur melalui Customer-Based Destination Brand Equity CBDBE. Penelitian ini bertujuan untuk melihat Value-Creation untuk wisatawan dalam keseluruhan pengalaman mereka dari suatu destinasi wisata sebelum, selama, dan setelah mereka tinggal, yang ditangkap oleh Value-Creation of Tourist Experience in the Destination VCETD adalah variabel pendahulu CBDBE untuk meningkatkan Destination Brand Equity. Konsep ini diuji di Daerah Istimewa Yogyakarta termasuk turis Magelang yang berada di akhir masa kunjungan mereka.

Pengumpulan data dilakukan di Bandara Adi Sutjipto dan Candi Borobudur dengan distribusi kuesioner langsung. Dengan analisa Structural Equation Modelling menunjukkan hasil bahwa ada lima dimensi dari Destination Brand Equity dan tiga dimensi Value Creation. Kesimpulannya, Value-Creation terbukti secara signifikan mempengaruhi Destination Brand Equity.

.....Measuring how destination brand adds value can be captured by Customers Based Destination Brand Equity CBDBE. This research propose Value Creation among tourists during their entire experience of a destination before, during, and after their stay , which captured by Value Creation of Tourist Experience in the Destination VCETD is the antecedence variable of CBDBE to improve it. This concept was tested on Daerah Istimewa Yogyakarta including Magelang tourists who were in the end of their visit duration. The data collection was conducted in Departure Terminal in Adi Sutjipto Airport and Borobudur temple with direct questionnaire distribution. With Structural Equation Modelling shows result that there are five dimensions of Destination Brand Equity and three dimensions of Value Creation. Moreover, Value Creation is proven significantly have influence on Destination Brand Equity.