

Exploring Brand Equity and Tourists' Behaviour for Bali as a Tourism Destination

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Abstract: The competition of tourism industry market in ASEAN has been in a form of brand name to tempt tourists. Bali as a famous tourism destination with its brand name of "The Paradise Island/God Island" should be anticipating such competition. The success of achieving this sustainable brand name and as the choice of destinations available to increases of tourists, it needs to strengthen its brand loyalty by improving its internal quality services and marketing communications. Destination branding can be an effective technique for building successful destination images and marketing programs. Although the concept of branding has been applied extensively to products, research relating to tourism destination branding is a relatively recent phenomenon. There has been a remarkable lack of empirical research on the consumer-brand relationship. The purpose of this research is to examined the effectiveness of model of customer-based brand equity for tourism destination (CBBETD) and to investigates the influence of CBBETD on tourists' behaviour in this case are foreign tourists. Data collected by using questionnaires. Gathered data was analyzed by using SEM (Structural Equation Modelling) and supported by AMOS 21 software. Findings indicate that Bali has performed unsatisfactorily in presenting a desired image to the target market. As a result, it needs to strengthen its brand loyalty by improving its internal quality services such as the quality of infrastructure, cleanliness of environmental.

Keywords: Destination Branding; Brand Equity; Tourists' behaviour; Consumer-Based Brand Equity.

1. Introduction

Although the concept of branding that has been widely used for products, research related to tourism destination branding is a relatively new phenomenon and is still poorly represented in the tourism literature (Blain et al., 2005). Furthermore, The branding topic is also rare in the services marketing literature (Kim et al., 2003). And Blain et al (2005) stated that in 1998 branding in the context of the destination began to get a response.

At this time there are more reasons why countries in the world should manage and control their branding, including the need to bring tourists to their respective countries. This requires countries concerned to adopt deep branding if they are to compete effectively in the current era of globalization (Kotler and Gertner 2002).

Bali as a world-renowned tourism destination, it is possible to offer marketing opportunities for the development of tourism destinations. However, in the reality, the growth rate of foreign tourists arrival in Bali have fluctuated from 2010 to 2015. Furthermore, Balinese tourism is faced with increasingly fierce competition, so Bali must be innovative and responsive to implement marketing strategy regularly in marketing tourism products. Destination Branding (DB) is an important issue in the strategy and planning of tourism destinations (Heath and Wall 1992; Prideaux and Cooper 2002). Morgan and Pritchard (1999), Morgan, Pritchard and Piggott (2003) claim that today's tourism market is very competitive, so destination branding is an effective strategy for building successful tourism programs and images. The destination branding model has been introduced to provide a broader platform in which the image of tourism destinations can be investigated (Hsu and Cai 2009). Empirical research has argued that destination branding can improve the image of destinations in order to attract visitors and assist stakeholders involved in the tourism sector or Destination Management Organization (DMOS) in measuring achievement (Blain et al., 2005).

An important contribution in branding research for tourism destinations is the introduction of customer-based brand equity (CBBE) concept by Konecnik and Gartner (2007). Aaker (1991, 1996a) and Keller (1993, 2003) assert that CBBE is one concept that has potential value for measuring brand effectiveness. Further Konecnik and Ruzzier (2006) evaluated the the model of customer-based brand equity for tourism destination (CBBETD) and identified the main factors as brand awareness, brand image, perceived quality, and brand loyalty. Ryan (2002) identified for tourism destinations, that an important idea where visitors experience is a fundamental concept for tourism destinations. Berry (2000), and Pine & Gilmore (1999) emphasize the need for

a combination in the destination branding process, ie previous visits to tourist destinations have been linked to satisfaction and intentions for return visits (Pamela et al. 2007).

Pike et al. (2010) suggests that the effectiveness of destination branding can be measured by CBBETD. They have examined the CBBETD model to evaluate Australia for tourists from Chile and examine the relationship between the four dimensions: brand salience, perceived quality, brand image and brand loyalty (Pike et al 2010). Their research shows that Australia is a famous destination but not an attractive branding for Chilean tourists.

This study will examine CBBETD with indicators such as: brand awareness, brand image, brand quality, brand loyalty (revisit intention and word of mouth). Brand awareness reflects the power of awareness of the traveler to the destination on the travel situation. Brand image reflects the inherent perception and image of the destination. Brand quality deals with the perception of the overall quality of tourist destination infrastructure, accommodation services and facilities. Brand loyalty reflects the level of attachment to the destination in terms of visits, visit intentions, and word of mouth information to others. Theory of Fishbein and Ajzen (1975) on the theory of planned behavior that the behavior and opinions of tourists have an important role in destination branding research. Psychologically, attitude is believed to be a major factor in future decision making regarding destination branding (Ajzen 1991; Fishbein and Ajzen 1972; O'Leary and Deegan 2003). The experience of previous visits can affect the attitude and behavior / behavior of individuals to choose a destination (March and Woodside 2005).

In the above case, the understanding of destination branding concepts is a variety of reactions in various forms, and which is clearly an important thing than the purpose of this study. This research seeks to analyze the concept of customer-based brand equity for tourism destination (CBBETD) in evaluating the performance of tourism destinations, especially tourism destination of Bali.

This study provides empirical information to support questions related to planning and policy considerations for successful tourism development. The fundamental questions in this study is: How is the relationship between the variables in the Customer-Based Brand Equity for Tourism Destination (CBBETD) model?

The purpose of the study in the broad sense is as follows: To analyze the relationship between the indicators in the Customer-Based Brand Equity for Tourism Destination (CBBETD) model.

2. Literature Review

2.1 Characteristics of Destination Branding (DB)

The definition of covering the perspective of supply and demand comprehensively to date is proposed by Blain et al. (2005, p. 337):

Destination branding is the set of marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; that (2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; that (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice.

The field of sociology, history, politics, and culture may be considered to have an important contribution to apply to the Destination Branding (Blain, et al., 2005; Bond, McCrone, & Brown, 2003; Keith, 2003).

Brands have internal or external perspectives (de Chernatony & McDonald, 2003; Konecnik & Go, 2008). Gartner & Ruzzier (2011) reveal an internal perspective held by those who deliver goods and services, or from the aspect of supply. It also said that internal perspective occurs when managers understand brand perspectives and emphasize the use of resources, especially employees to communicate with their customers (de Chernatony & McDonald, 2003). While, external perspective occurs from the perspective of demand is how the customer views the brand (Gartner & Ruzzier, 2011).

Some studies related to Destination Branding include: destination brand identity (Konecnik and Go, 2008), destination brand personality (Murphy et al., 2007), destination brand image (McCartney et al., 2008; Hankinson, 2005), destination experience (Hudson and Ritchie, 2009), and strategic branding of destinations (Balakrishnan, 2009). Although the contribution of this research has been considered remarkable, but in the field of Destination Branding is still regarded as formative years (Pike, S., Bianchi, C., Kerr, G., and Patti, C., 2010).

2.2 Customer-Based Brand Equity (CBBE)

Customer-based brand equity development by DA. Aaker (1991, 1996) and Keller (1993, 2003) suggest a shift in thinking about CBBE as an intangible financial value on the company's balance sheet. Such

thinking must ultimately be supported by consumer attitudes toward its brand. DA Aaker (1991) states that CBBE is an asset and liabilities associated with a brand, and it is a name and symbol. It is also said that these Assets and liabilities will and/ or reduce the value provided by the product or service to the company and/ or to the customer. While Keller (2008) describes CBBE is a multidimensional concept and quite complex so it takes different types of actions.

Information empirically states that CBBE can measure existency destination brand (Pike, 2009). It also pointed out that the CBBE model offers potential value for the measurement of brand effectiveness (Aaker 1991, 1996b; Keller 1993, 2003). From a marketing perspective, Keller (2003) argues that the CBBE model for marketers is as a bridge between understanding the effectiveness of past marketing efforts and predicting future performance.

CBBE measurement is considered an important but challenging aspect of DB existence (Cai, 2002; Pappu, et al., 2005). There is much debate about the definition of CBBE and its measurements (Yoo, Donthu, & Lee, 2000), but CBBE is accepted as an overall customer-centric requirement (de Chernatony & McDonald, 2003; Vazquez, Bele'n del Rí'o & Iglesias, 2002). The CBBE model offers potential value for the measurement of brand effectiveness (Aaker 1991, 1996b; Keller 1993, 2003). In addition, some researchers have explored the measurement of brand equity based on customer perspectives (C. S. Park & Srinivasan, 1994; Washburn & Plank, 2002; Yoo, et al., 2000). Boo, Busser, and Baloglu (2009) use the CBBE model for Las Vegas and Atlantic City in the context of gambling destinations. CBBE Hotel was studied by Cobb-Walgreen, Beal and Donthu (1995), Kayaman and Arasli (2007), Kim, Jim-Sun and Kim (2008), and Kim, An and Kim (2003).

2.3 Customer-Based Brand Equity for tourism destination (CBBTD)

Customer-based brand equity for tourist destinations is defined as "set places with collections of assets both natural and socio-cultural, making up unique properties of destinations and giving rise to its touristic value" (Cai, Gartner, & Munar, 2009, p. 53). In this case, the CBBTD in question is more related to the number of tourists who choose the destination and the level of expenditure and length of stay. Further, CBBTD is a fundamental model for research in evaluating the development and performance of tourism destinations (Konecnik and Ruzzier, 2006). In their evaluation of the CBBTD model and found that there are several key factors involved in brand awareness, brand image, perceived quality / brand quality, and brand loyalty. Konecnik and Gartner (2007) investigate CBBTD for tourism destinations for Slovenia. Furthermore CBBTD for development of tourism destinations (Pike 2007). Gartner & Ruzzier (2011), Konecnik & Gartner (2007) examined the different dimensions of CBBTD, and concluded that the brand image is a core concept for building tourism destinations.

For this research is based on CBBTD model. Therefore, the purpose of this study focuses on developing and testing CBBTD model that are valid and reliable, to assess empirically variables rather than CBBTD model and to validate model concept in order to investigate the potential of Bali as a tourist destination that is an option for traveler.

- **Brand Awareness (BA)**

Brand awareness is defined as the capacity of the potential visitor in recognizing and remembering that the brand is pictured in their mind (D. A. Aaker, 1991). Furthermore, the existence of brand awareness is a top-of-mind (ToMA), especially BA is an initial dimension in consumer perceptions (D.A. Aaker, 1996). Keller (2003) states that brand awareness is a key variable of brand equity and represents the power of awareness of the destination for a particular travel situation. What is interesting is making a decision when consumers will realize there are many choices of destinations. Brand Awareness is the first and most simple step in creating customer-based brand equity (Gartner & Ruzzier, 2011). A destination should be known, before it can even be considered a potential destination (Cai, et al., 2009). To be a successful tourist destination must first have awareness (Milman & Pizam, 1995). Clearly, when people visit a destination, marketers must have a strong opportunity to not only create awareness, but also intimacy and desire (Lockshin & Spawton, 2001), and creating enough awareness will affect visitor loyalty (Bianchi & Pike, 2011; Lockshin & Spawton, 2001; Pike, Bianchi, Kerr, & Patti, 2010). Previous research has found a positive relationship between brand awareness and brand loyalty (BL) (Bianchi & Pike, 2011; Pike et al., 2010). The study also found that brand awareness for destination branding tended to improve perceived quality because of visitor awareness of brand and participation in a series of considerations (Pike et al., 2010). In this research, brand awareness will positively affect the quality of a visitor's perceived goals.

- **Brand Image (BI)**

It is an idea that branding is the process of creating a brand image that includes the hearts and minds of visitors (Pitt, Opoku, Hultman, Abratt, & Spyropoulou, 2007). Brand image helps the visitors in terms of

remembering destination branding and helping them in order to restore the brand from their memories while facing the choice among many brands (D. A. Aaker, 1996). Image linkage with destination branding provides reinforcement especially to high loyalty attitudes (Bianchi & Pike, 2011; Boo, et al., 2009; Konecnik & Gartner, 2007). Even a positive image has a strong effect on high loyalty attitudes and behavior (Gartner & Ruzzier, 2011). Destination branding tailored to the needs and desires of the target market so that it can facilitate brand loyalty (Wood, 2000). Several studies have examined the relationship between brand image and attitudinal & behavioral loyalty (Chen, Po-Ju, Deborah, & Kerstetter, 1999; Milman & Pizam, 1995; Woodside & Dubelaar, 2002). Furthermore, the brand image positively affects brand loyalty (Bianchi & Pike, 2011; Boo, et al., 2009; Hosany, Ekinci, & Uysal, 2006; Pike, et al., 2010; Zins, 2001), and intention to revisit (Gibson, Qi, & Zhang, 2008; Kaplanidou & Vogt, 2007).

- **Brand Quality (BQ) / Perceived Quality (PQ)**

Brand Quality relates to perceptions of the quality of infrastructure, hospitality services and destination facilities such as accommodation (Pike, et al., 2010), and has been used interchangeably with perceived quality (PQ) by visitors (DA Aaker, 1991; Keller & Davey, 2001; Zeithaml, 1988). PQ is visitor perception of the quality or superiority of the product or service as a whole (Keller, 2003; Keller & Davey, 2001; Olshavsky, 1985; Parasuraman, Zeithaml, & Berry, 1985; Zeithaml, 1988). The PQ concept provides inspiration for this research and is part of Bali's tourism destination strategy in building practical guidelines for evaluating its development. Furthermore, destination branding should provide a set of quality integration for visitors that may exhibit a high tendency towards brand loyalty and will have an entirely different look and feel (Macintosh & Lockshin, 1997). Fornel, Mithas, Morgeson, & Krisnan (2006) concluded that the perceived quality impact on strong satisfaction is visitor loyalty. It has been shown that perceived quality and brand loyalty are positively correlated (Cretu & Brodie, 2007; Jayanti & Ghosh, 1996; Michell, King, & Reast, 2001). Perceived quality has a positive influence on brand loyalty (Bianchi & Pike, 2011; Boo, et al., 2009; Pike, et al., 2010). Bigne, et al., (2001) combines PQ with attitudinal loyalty.

- **Brand Loyalty (BL)**

Researchers and stakeholders involved in the tourism sector have long been interested in the concept of brand loyalty because it is important to achieve the intention of returning tourists (Fakeye & Crompton, 1991; Gartner & Hunt, 1987; Li & Petrick, 2008) and recommending a destination to people (Bigne, et al., 2001; Gartner & Hunt, 1987; Li & Petrick, 2008). Brand loyalty is the dependent variable in CBBETD measurement (D. A. Aaker, 1991; Keller, 2003). Loyalty can be both between behavioral loyalty and attitudinal loyalty, where behavioural loyalty refers to the frequency of repeat visits for the same destination (Bianchi & Pike, 2011), and attitudinal loyalty refers to the commitment or attitude possessed by the travelers to the destination of their choice with the intent to re-visit and positively recommend it to others (Bianchi & Pike, 2011; Oppermann, 200; Yoon & Uysal, 2005). Attitudinal loyalty is an important dimension in improving destination brands because attitudinal loyalty is more viable (Lau & Lee, 1999), and is a very strong indicator of expectations behavior (Jones & Sasser, 1995).

- **Planned Behavior Theory (TPB)**

Ajzen (1985, 1987, 1991); Fishbein and Ajzen (1972, 1975) in the Planned of Behavior (TPB) theory put forward the addition of perceived behavioral control to analyze how attitudes and behaviors are formed. In the Planned of Behavior theory, behavioral intentions are central to the model and represent broadly the individual's intention to perform or not perform any particular behavior (Ajzen 1991; March and Woodside 2005). It is also affirmed that the planned or unplanned perspectives in testing the relationship between intention and behavior. In an effective aspect, the term attitude indicates individual satisfaction with objects, events, or others (Ajzen 1991; Fishbein and Ajzen 1972). Hope is as representative of belief in attitudinal studies (Higgins 1996; Olson et al 1996).

3. Research Methodology

3.1 Conceptual Framework

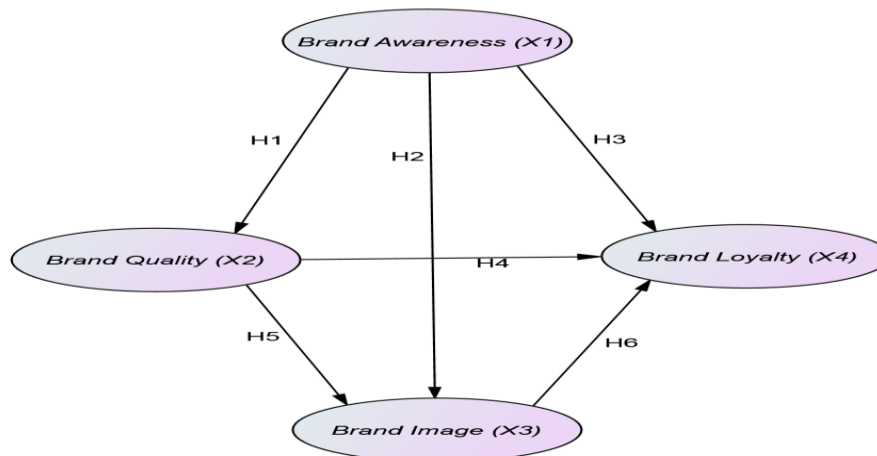
The above literature deals with destination branding. The purpose of this study is to analyze the extent to which four dimensions are intended as part of Customer-Based Brand Equity for tourism (CBBTD) and tourist behavior. Based on the model (figure 3.1) proposed, the following hypotheses are identified:

- H1: Brand awareness will have a positif and significant influence on Brand quality.
- H2: Brand awareness will have a positif and significant influence on brand image.
- H3: Brand awareness will have a positif and significant influence on brand loyalty.

H4: Brand quality will have a positif and significant influence on brand loyalty.

H5: Brand quality will have a positif and significant influence on brand image.

H6: Brand image will have a positif and significant influence on brand loyalty.



Gambar 3.1 CBBETD Model

3.2 Scope and research location

This study is based on the development of tourism marketing strategies related to the development of destination branding, in particular aimed at improving the services of tourists in order to increase tourist arrivals and revisit intention of future tourists, as well as explore the potential of Bali Island as a tourist destination favored by foreign tourists country.

3.3 Sample Selection

The response rate should be considered to ensure that the targeted sample size will be achieved. Kalton (1987) states that "the sample should not be large, but also well chosen" (page 64). Some researchers determine the size of their sample based on the analysis to be made, and the number of variables to be analyzed. To some extent, a larger number of samples do not significantly affect their representation.

Hair et al. (2000) states that the consistent sample size in Structural Equation Modeling (SEM) is from 100 to 200. The guide for the sample size depends on the number of items. The number of samples is the total of items multiplied by 5 to 10. In the example of a case there are 20 items, resulting in the number of samples ranging from 100 to 200. The total item in this study is 20. Based on the above criteria, then the sample eligible for this study is 100- 200. The number of questionnaires distributed was 200 copies.

3.4 Development of Instruments

The survey instrument used is a structured questionnaire. This method was chosen because it is a competent method of collecting data for social science research (Dillman, 2000). Questionnaires will be developed based on literature reviews.

3.5 Data Collection Method

Data will be collected by using proportional convenience sampling (Sugiyono, 2008). Proportional sampling is intended to determine the proportional sample of the respondents. While convenience sampling is to determine the respondent based on availability.

3.6 Validity and Reability of Indicators and Measurements

In developing the model of Customer-Based Brand Equity for Tourism Destination (CBBTD) (Figure 3.1), according to the above disclosures, the authors identified 20 items in 4 variables (Table 3.1). Furthermore, each item will be measured using a Likert Scale of 5 (five) points on a scale from strongly disagree to strongly agree (Gadamer, 2004; Pigram & Wahab, 1997). Table 3.1 shows the amount of item validity of each indicator / variable of subsequent research.

Table 3.1 Four Validity Variables and Items on each Variable

Variables	Items	References
Brand Awareness	5	(Boo et al. 2009), (Pike et al. 2010)
Brend Quality	6	(Pike et al. 2010), (Boo et al. 2009)
Brand Image	4	(Pike et al. 2010), (Boo et al. 2009)
Brand Loyalty	5	(Pike et al. 2010), (Boo et al. 2009)
Total Items	20	

3.7 Data analysis

The analytical technique used to analyze the data is by quantitative approach. The quantitative research framework is with the questionnaire distributed directly to the respondents. The data collected from the questionnaire will be entered into the database using Microsoft Excel. The calculation process for this analysis is aided by a computer programming package, a sub-program of Moment Structure Analysis (AMOS) 21. The final step is to test the hypothesis and test the model (Figure 2.1). Structural Equation Modeling (SEM) will be used to test the model and investigate the total effects of each indicator on the perception of foreign tourists to Bali tourism destinations. SEM is used because the ability lies in the measurement of the interrelated relationship between the indicator / variable identified in the model (Hair et al., 2012).

4. RESULTS AND DISCUSSION

4.1 Result

4.1.1 Description of Respondent's Characteristics

A total of 200 respondents from various countries responded about Bali tourism destinations that male respondents were 109 (54.5 percent) and 91 women (45.5 percent). While their age mostly ranged between 25 and 64 years (78.5 percent), and visits to Bali generally for vacation is 85 percent. Furthermore, their income as much as 120 people (60%) earn between US \$ 50,000-99,000.

4.1.2 Measurement of the Goodness of Fit Indexes structural model

The result of measurement of Goodness of Fit Indexes of structural model as in Table 4.1.

Table 4.1 Goodness-of-Fit Indexes.

Goodbes-of- Fit Index	Cut-off Value	Result of Model	In rank
X ² Chi-Square	Expectant of small value	159.976	Good
Significance Probality	≥ 0.05	0.237	Good
CMIN/DF	≤ 2.00	1.081	Good
GFI	≥ 0.90	0.928	Good
AGFI	≥ 0.90	0.898	Marginal/Good
RMSEA	≤ 0.08	0.020	Good
TLI	≥ 0.95	0.986	Good
CFI	≥ 0.95	0.989	Good

Source: Ferdinand (2002) and research results.

Figure 3.1 and Table 4.1 shows the estimation of the structural model of the study meets the criteria of Goodness of Fit test with GFI value of 0.928. The AGFI score of 0.898, although less than 0.90 as the cut off value requirement of a fit model, but the AGFI value is still above 0.8 and the other value can compensate for the fit model (Qin and Prybutok, 2008). Futhermore, Table 4.1 shows that all the criteria used are of good value, therefore the model is acceptable. Thus it can be stated that this test produces a good confirmation of the factor variables as well as causality relationships between factors. The model conformity test as a whole is a test of compatibility between data and conceptual frameworks formed on the basis of concepts and theories.

4.2 Discussion

4.2.1 Characteristics of Respondents

The percentage of male tourists for the first visit to Bali were greater (40.37%) compared with female tourists (35.16%). While for female tourist who visited more than one, their percentage were bigger (64,84%) than male tourist that is 49 (59,63%). The relationship between the sex and the frequency of visits has no significant relationship.

When viewed from the age, the first time tourists visit Bali, which age ≤ 45 , their percentage were greater (42.68%) compared with those older than 45 years (18.60%). In contrast, travelers who visited more than once, their percentage were greater who are over 45 years old (81.40%) compared with those aged ≤ 45 years (67.32%) see table 4.2. Classification of tourist age indicates that there is a significant relationship with the frequency of tourists visit. So the age of tourists have a significant effect on the frequency of visit.

From the level of education, the first visit of tourists to Bali were greater in the level of higher education (43.45%) compared with the level of secondary education (21.82%). However, those who visited more than one, the percentage of secondary education level (78.18%) were greater than the percentage of higher education level (56.55%). Based on the analysis that the levels of education of tourists have a significant effect on the frequency of visit.

Furthermore, from the income level that the first tourists arrival to Bali, the income level \leq US \$ 50,000, their percentage (78.64%) were greater than the income of more than US \$ 50,000. However, tourists visit more than one, their percentage point were greater in earning of more than US \$ 50,000 (64.71%) compared with income of US \$ 50,000 (57.81). Based on the analysis that the relationship between income level with the frequency of visit is not significant or the level of income does not affect the intention to visit Bali.

Table 4.2 Relationship of Gender, Age, Education and Annual Income with Frequency of Tourists Visits.

Classification			Frequency of Visits		Total	Sig.	In rank
			First	> First			
Gender	Female	Count	32	59	91	0.217	No Sig.
		%	35.165	64.835	100		
	Male	Count	44	65	109		
		%	40.367	59.633	100		
Age	≤ 45 th	Count	67	90	157	0.000	Sig.
		%	42.675	57.325	100		
	> 45 th	Count	8	35	43		
		%	18.605	81.395	100		
Education	Secondary	Count	12	43	55	0.002	Sig.
		%	21.818	78.182	100		
	Higher	Count	63	82	145		
		%	43.448	56.552	100		
Annual Household income	\leq US\$ 50,000	Count	27	37	64	0.230	No Sig.
		%	42.188	57.8125	100		
	$>$ US\$ 50,000	Count	48	88	136		
		%	35.294	64.706	100		

4.2.2 Relationship between Variables on CBBETD

The result of structural model estimation shows (Table 4.3) that there is a significant influence of brand awareness on brand quality. This study in accordance with research conducted by Pike et al., (2010) which states that brand awareness have a positive and significant impact on brand quality, on the hand, no significant effect of brand awareness on brand image. This study is not in line with the studies that have been done and found a significant relationship between brand awareness and brand image (Baloglu, 2001; Pike et al., 2010). Additional, there is a significant influence of brand awareness on brand loyalty. This study is in line with the studies that have been done and found a significant relationship between brand awareness and brand loyalty (Bianchi & Pike, 2011; Pike et al., 2010).

There is a significant influence of brand quality on brand image. The results of this study is in line with the researches that have been done and found that the brand quality have a significant effect on brand image (Boo, Busser, and Baloglu, 2009; Pike et al., 2010). Further, there is no significant effect of brand quality on brand loyalty. This study is not in line with the studies that have been done and found a significant relationship between brand quality and brand loyalty (Bianchi & Pike, 2011; Boo, et al., 2009; Cretu & Brodie, 2007; Jayanti & Ghosh, 1996; Michell, King , & Reast, 2001; Pike, et al., 2010).

There is a significant influence of brand image on brand loyalty. This study is in line with the research that has been done and found that the brand image has a significant effect on brand loyalty (Bianchi & Pike, 2011; Boo, et al., 2009; Pike, et al., 2010 ; Zins, 2001), and intention to revisit (Gibson, Qi, & Zhang, 2008; Kaplanipdou & Vogt, 2007).

Table 4.3 Relationship between Variables

Relationship between Variables	Coefisient	C.R	In rank
<i>Brand Awareness</i> ► <i>Brand Quality</i>	0.53	3.43	Significant
<i>Brand Awareness</i> ► <i>Brand Image</i>	0.01	1.49	No Significant
<i>Brand Awareness</i> ► <i>Brand Loyalty</i>	0.31	3.02	Significant
<i>Brand Quality</i> ► <i>Brand Loyalty</i>	0.35	1.82	No Significant
<i>Brand Quality</i> ► <i>Brand Image</i>	0.04	3.25	Significant
<i>Brand Image</i> ► <i>Brand Loyalty</i>	6.68	2.85	Significant

5. Conclusions and Suggestions

5.1 Conclusion

Based on a comprehensive review of destination branding - exploring brand equity and tourist behavior in Bali as a tourism destination, is obtained as follows:

Brand awareness has a positive and significant impact on brand quality. Quality perceptions for a destination tend to be enhanced by brand awareness due to awareness of visitor of the destination and included in consideration. A greater awareness or superiority of a destination will enhance the image of the destination. However, this study found that brand awareness have no significant effect on brand image. Furthermore, brand awareness have a positive and significant impact on brand loyalty. A destination should be known, before it can even be considered a potential destination. Obviously, when people visit a destination, marketers must create awareness, intimacy and desire that will affect visitor loyalty.

Brand quality has a positive and significant impact on brand image. By improving the quality of a destination, will enhance the image and is the satisfaction of tourists. The impact of brand quality on the strong satisfaction for tourists is the loyalty of tourists. But this study found that brand quality has no significant effect on brand loyalty.

Brand image has a positive and significant impact on brand loyalty. Image linkage to destination branding provides reinforcement especially in high loyalty attitude. Even a positive image has a strong effect on the attitude and behavior of high loyalty from tourists

5.2 Sugestion

The implication of this study is that Bali Tourism Management as Bali Tourism Promotion Board can arrange marketing strategy to improve brand quality (perception of the quality of infrastructure, cleanliness of environmental hygiene, and hospitality services) of Bali tourism destination. The impact of quality perception on strong satisfaction is loyalty of tourists.

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