

Analisis destinasi wisata alam di Indonesia dengan menggunakan model consumer based brand equity (studi kasus tebing keraton) = Analysis of nature tourism destinations in Indonesia using consumer based brand equity model (tebing keraton case study)

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Abstrak

Penelitian ini bertujuan untuk mengetahui variabel yang berpengaruh signifikan di dalam model consumer-based brand equity pada destinasi pariwisata alam di Indonesia dan mengambil studi kasus wisatawan nasional yang pernah berwisata ke Tebing Keraton. Metode analisis data yang digunakan adalah distribusi frekuensi, uji reliabilitas, validitas (analisis faktor), dan analisis regresi. IBM SPSS Statistics 20 digunakan sebagai alat bantu penelitian.

Hasil penelitian ini menunjukkan bahwa destination brand awareness, destination brand image, dan destination brand value dapat mempengaruhi secara signifikan destination brand loyalty dalam konteks pariwisata, sedangkan destination brand quality tidak berpengaruh signifikan terhadap destination brand loyalty. Saran dari penelitian ini adalah Dinas Pariwisata Kabupaten Bandung, Jawa Barat dapat meningkatkan kesadaran (awareness), citra (image), dan nilai (value) pariwisata Tebing Keraton.

<hr>The purpose of this research is to know the variables that are significantly influencing the model of consumer-based brand equity on the nature tourism destination in Indonesia and take on the case study of national tourist who have been traveled to Tebing Keraton. Data analysis methods used are frequency distribution, reliability test, validity test (factor analysis), and regression analysis. IBM SPSS Statistics 20 used as a research tools.

The result of this research indicates that the destination brand loyalty are significantly influenced by destination brand awareness, destination brand image and destination brand value, whereas destination brand quality doesn't have significant influence to destination brand loyalty. Recommendation from this research is The Tourism Service of Bandung District, West Java can raise the awareness, image, and value of Tebing Keraton.