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## Brand Value Destinations: Tourist Experience Can Improve Revisit Intention

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### ABSTRACT

*Competition in tourism destinations makes companies have to be able to attract new tourists and also retain existing customers by continuously innovating. The research objective of analyzing tourist experience on revisit intention and its impact on destination brand value is to obtain findings regarding the effect of tourist experience on revisit intention and its impact on destination brand value. This research was conducted on the largest hot spring tourist attraction in Garut Regency. The research method used is the verification research method, using PLS-SEM analysis and in quantitative research data analysis is carried out after the data of all respondents have been collected. The results of this study indicate that the influence of tourist experience on revisit intention and an impact on the brand value of the destination.*

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### INTRODUCTION

The increasingly diverse competition of tourism destinations nowadays requires companies to be more creative and innovative in designing tourist objects to be recognized by the public, creating brand value from tourists is important and is one of the main goals of every company. Companies must be able to attract new tourists and also retain existing customers by continuously innovating. The reputation of the region as a tourist destination has stimulated market growth so that an understanding of the brand value destination of tourists is very important for managers.

Understanding the needs of tourists then utilizing it into a marketing strategy and making a high brand value compared to its competitors, the strategy of creating value from customers is a managerial key and becomes a long-term benefit (Luo et al., 2018). Brand value destination of tourists is an important study for the success of tourist objects in order to progress and develop it (Franco & Cicatiello, 2018).

Garut Regency has a variety of tourist attractions, including natural tourism, cultural tourism (historical tourism and pilgrimage), agro

tourism, and special interest tourism. This is the choice of visitors to travel to Garut Regency, marked by data on visits to tourist attractions in Garut Regency in the past year. Cipanas Tourism Object is one of the tourist attractions with the most visitors among the 31 tourist attractions in Garut Regency. This shows that Cipanas Tourism Object has a leading tourist attraction in Garut Regency. The level of visits at Cipanas Tourism Object, which ranks first is Sabda Alam Water Park with 103,080 visitors. Based on the research background that has been described. There is a growing interest in the value and management of intangible assets in particular brands, as the business environment becomes more complex than ever. As the battle for customers intensifies with each passing day, companies are too willing to have a strong brand (M et al., 2010).

Tourist satisfaction can be influenced by how a company can provide experiences in the form of emotional benefits that can be felt by tourists when buying products / services being sold. So that tourist experience management affects the formation of tourist satisfaction. Tourist satisfaction and dissatisfaction are part of the

tourist experience with a product being offered that can create brand value for the company as evidenced by the revisit intention to this tourist attraction. Based on the experience gained, tourists have a tendency to build certain expected values. So this study will discuss the extent to which tourist experience analysis of revisit intention and its impact on brand value destinations in the largest hot spring tourist attraction in the Regency.

The formulation of the problem in this study is: how is the influence of tourist experience on revisit intention and its impact on brand value destinations?

The research objective of analyzing tourist experience on revisit intention and its impact on destination brand value is to obtain findings regarding the influence of tourist experience on revisit intention and its impact on destination brand value (a survey on the largest hot spring tourist attraction in Garut).

## RESEARCH METHODS

The method used in this research is verification. The verification method is used to test the truth of a hypothesis carried out through data collection in the field, where in this study, it will be tested whether what Cipanas Garut does to improve tourist experience in Cipanas Garut affects revisit intention and its impact on brand value.

Sources of data in this study can be divided into two, namely primary data and secondary data. Primary data obtained by researchers is data in the form of tourist visit data from the Garut Regency Tourism and Culture Office in 2018 and several literature studies. Researchers also obtained secondary data about matters related to this study and researchers made direct observations to the Cipanas Garut tourist destination.

The method used in the data collection technique is a questionnaire, contains questions about the identity and experience of the respondent, the respondent's assessment of the tourist experience of Cipanas Garut Sabda Alam Water Park and revisit intention. Literature Study, by collecting secondary data by studying books and journals in order to obtain information related to theories and concepts related to research problems. Interview, by asking questions both written and oral, both to the manager of the Cipanas Garut Sabda Alam Water Park and to tourists visiting Cipanas Garut. As well as observations,

researchers came directly to the tourist destination of Sabda Alam Water Park Cipanas Garut and the Department of Tourism and Culture of Garut Regency to obtain the necessary data.

## RESULT AND DISCUSSION

### Structural Model Analysis Results

The measurement model on the lower order explains the manifest variables that are correlated with the construct dimension (outer loading) along with the p-value as the level of significance. The results of the measurement model on its higher order explain the value of the path coefficients between the dimensional construct and its variables and the p-value as the level of significance

**TABLE 1**  
**Convergent Validity and Reliability of the Measurement Model**

Convergent Validity	Indicator	Convergent Validity		Reliability	
		Outer Loadings	AVE	Cronbach's Alpha	Composite Reliability
		> 0.70	> 0.50	> 0.70	> 0.70
TE	TE1	0.865	0.757	0.894	0.926
	TE2	0.854			
	TE3	0.876			
	TE4	0.886			
RI	RI1	0.769	0.699	0.856	0.903
	RI2	0.865			
	RI3	0.839			
BV	BV1	0.781	0.614	0.844	0.888
	BV2	0.796			
	BV3	0.758			
	BV4	0.762			
	BV5	0.818			

Source: Output *Bootstrapping*.  $p < 0.001$

All indicators are significant in measuring the latent variable ( $p < 0.001$ ) and have the factor weight coefficient above the minimum required value of 0.70. Judging from the AVE statistics, the test results show that the five measurement models provide an AVE value greater than 0.50 and statistically significant ( $p < 0.001$ ). This means that all indicators used to measure the latent variables under study have sufficient convergent validity. Judging from the value of Cronbach's Alpha and composite reliability, the test results show that the value of Cronbach's Alpha and composite

reliability for the five measurement models is significant ( $p < 0.001$ ) with a value above the minimum required value of 0.70. This indicates that the five measurement models have adequate internal reliability. The result show at table 1.

Judging from the results of the cross loadings analysis, all indicators used to measure the five measurement models indicate that the value of the factor weight coefficient (outer loadings, typed in bold) is greater than the value of the cross loadings. This shows that the five measurement models have sufficient discrete validity. Objective information is obtained that, judging from the Fornell-Larcker criteria, the five measurement models have a square root value of AVE that is greater than the correlation coefficient between the measured constructs and other constructs. That is, the five measurement models are indicated to have adequate discriminated validity.

In line with the test results above, seen from the coefficient of heterotrait-monotrait ratio (HTMT), it is found that the five measurement models have sufficient discrete validity. This is shown by the HTMT statistics for the ten pairs of measurement models compared to all of them, giving HTMT values below the required maximum value of 0.85 or 0.90. In addition, at a 95% confidence level, the bootstrapping estimation results provide confidence intervals and / or confidence intervals for the bias corrected HTMT statistics for all ten pairs of measurement models that are compared, none of which give a number of one. According to Hair et.al (2017: 122) if: "The confidence interval of the HTMT statistic should not include the value 1 for all cons of constructs", this indicates that the measurement model has sufficient discriminant validity.

**TABLE 2**  
**Construction Between Variables**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistical (/STDEV)	P Values
Revisit Intention -> Brand Value	0.590	0.598	0.040	14.619	0.000
Tourist Experience -> Revisit Intention	0.608	0.614	0.040	15.122	0.000

Source: Output *Bootstrapping*.

Referring to the overall evaluation results of the measurement model above, it can be concluded that the sample data set that was successfully

collected through the TE, RI, and BV measurement models is valid and reliable for use in subsequent data analysis, namely testing structural models or testing hypotheses research. The following is a tabulation of the results of testing the structural equation model as a full model which will be described based on its substructure show at table 2. The whole construct can be seen in the following model evaluation.

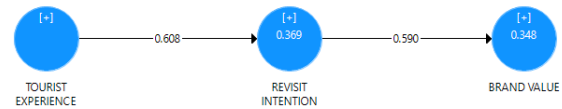


Figure.1 Structural Model Analysis

Brand value destination is an important and valuable asset not only for the company but also for the national economy. Although experts discuss that brand value is an important requirement for economic development, there is still a lack of consensus on economic growth models that take brand value into account (Zeynep et al., 2019). Managers must understand the needs of tourists and then use it as a marketing strategy (Liu & Lee, 2016). Brand value is the key in building an image created by the public and potential tourists of a destination and these images have a positive influence on destination selection (Jabreel et al., 2016). Perceived value is conceptualized as a dynamic and subjective construct that determines the volume of profits and losses. or lost by tourists or travelers in different situations (Al-ansi & Han, 2020).

Revisit intention is one of the key managerial benefits, even revisit intention is one of the key components of loyal tourists so that it has an impact on long-term benefits (Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., & Bjelic, 2014). The importance of revisit intention comes from the quality experience of the destination (Bulus & Samdi, 2016). Revisit intention to a destination will be influenced by the image of the destination itself, as well as promotional efforts and marketing distribution of the destination object so that the destination image is one of the factors that influence revisit intention (Bigné et al., 2014)

Further factors involved in evaluating revisit intention include intention to recommended

and positive word of mouth (Sanz-Blas et al., 2019). A visitor's revisit intention to a destination will be affected by the appearance of the destination. Revisit intention is seen as an extension of satisfaction rather than initiating the revisit decision-making process (Wu et al., 2014). Revisit intention refers to an individual's subjective assessment of future actions or specific actions or consumer behavior that can apply to target attitudes (Wang et al., 2016). This explains that revisit intention is the result of tourist experience so that a positive tourist experience will make tourists come back or revisit intention.

### CONCLUSION AND SUGGESTION

Based on the results of research that has been carried out from the results of the discussion on the analysis of tourist experience on revisit intention and its impact on brand value destinations, a survey of the most popular tourist attractions in Garut Regency can be concluded that the sample data set that was successfully collected through the TE, RI, and BV measurement models is valid and reliable for use in subsequent data analysis, namely testing structural models or testing hypotheses research. The results of this study indicate that there is an effect of tourist experience on revisit intention and has an impact on brand value destinations.

Based on the research results obtained from the findings that have been produced, the authors provide suggestions or recommendations as follows with the hope of providing input for the progress and development of the management of hot water attractions in Garut Regency. This study proves that there is a significant influence between tourist experience on tourist revisit intention. But besides that, this research also shows that there are still problems that must be considered by the management of hot water attractions in Garut Regency. The recommendation of the author is to increase the novelty element of hot water tourism objects in Garut Regency, both through added tourist activities and tourists visiting hot water attractions in Garut Regency not only enjoying natural hot water and others but there are other activities that provide new experiences for tourists. So that it will increase the desire of tourists to return to the hot spring tourist attraction in Garut Regency in the future.

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