Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination

by Riduan Mas'ud

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J ournal of Environmental Management and Tourism

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Table of Contents:

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Deadline for submission:	1st May 2022
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Abstract:

The purpose of this research is to demonstrate the connection between destination brand awareness, brand image, brand quality, and brand value in terms of improving visitor satisfaction in Lombok Island as the world's best halal tourism destination. The researcher presents a new model and discusses the idea of a new brand value destination indicator. From the results of model testing, 250 respondents were selected using the convenience sampling technique and the WarpPLS program. The findings indicated that the study model was accepted, with an R^2 of 86.6 percent. The presented model demonstrates that the value of a destination's brand is a predictor of visitor satisfaction. The model also demonstrates that characteristics such as convenience, pricing fairness, enjoyment, and receiving advantages all contribute positively to the brand value of locations. The research's practical implications are that tourism managers should focus on and improve brand image, which currently has little impact on destination brand value, by increasing brand popularity and developing competitive advantages that can be used to convince tourists to visit tourist attractions on Lombok Island.

Keywords: satisfaction; destination; brand; halal; tourism; Lombok.

JEL Classification: M31; Z30; Z33; R11.

Introduction

According to Indonesian Tourism Law No. 10/2009, tourist encompasses a variety of tourism activities that are supported by a variety of community, corporate, and government facilities and services. The national tourism industry has played a significant role in recent years, which is consistent with its growth and contribution via foreign currency profits, regional revenue, regional development, as well as employment and company development. In 2018, tourism generated USD 19.29 billion in foreign currency profits and contributed 4.50 percent to GDP. Halal tourism is a new product in the tourist industry. The phrase halal tourism became popular in

2015, when the World Halal Tourism Summit (WHTS) was held in Abu Dhabi, United Arab Emirates. Previously, tourism was referred to only as a Muslim tour. WHTS hopes to demonstrate via this event that halal tourism has a significant market share and must be continually promoted. The growing population and Muslim visitors provide excellent possibilities for halal tourism development.

As the world's biggest Muslim nation, Indonesia must have possibilities for halal tourist development. According to Mastercard and Crescent Rating's 2017 Global Muslim Travel Index, Indonesia is the third most visited country in the world by Muslim travelers. The government has implemented a variety of measures to entice international visitors to visit Indonesia. The Indonesian government has designated ten areas as halal tourist hotspots, including Aceh, West Sumatra, Riau and the Riau Islands, Jakarta, West Java, Central Java, D.I Yogyakarta, East Java, Lombok Island, and South Sulawesi.

Lombok is an island that has been promoted as a halal tourism destination. Branding is one of the marketing techniques used to position an area in the region and internationally. Branding is the region's identity, which is helpful for marketing all of the region's activities, particularly its tourist and cultural potential. Islamic branding in three distinct ways: via compliance (Islamic brands by religion or halal brands), through origin, and through consumers (Alserhan 2010).

There are many branding terms that are used as the designation of certain regions in Indonesia, such as "Paris van Java" for Bandung, "The Sunrise of Java" for Banyuwangi, "Island of the Gods" for Bali Island, and "Island of a Thousand Mosques" for Pulau Lombok, among others. An area is fundamentally different from a nation, in that it is often very difficult for a region to establish its identity in order to be recognized by the larger society. The community is still unsure if this is a government-sponsored initiative designed to make the region renowned, or whether it is because the area is distinctive due to its demographic, geographical, or cultural features. Anholt (2006) developed hexagon branding to assess the efficacy of city branding on six dimensions: presence, potential, location, people, pulse, and requirement.

Typically, branding is centered on phrases that encapsulate an area's distinct personality. The island's branding could potentially be extended to all aspects of government and design. For instance, if an area has a reputation for halal tourism, regional laws such as Perda Provinsi NTB in the year of 2016 on Halal Tourism may be enacted to promote halal tourism.

Local administrations on the island of Lombok use branding to promote tourism on the island and its environs. It is implemented mostly via tourism marketing, which involves conveying the features of tourist destinations. NTB continues to nurture Lombok Island's public design in order to foster a new image and improve the island's competitiveness in the long term of tourism. Meanwhile, to boost tourism's competitiveness, the island of Lombok has implemented a strategy centered on a mega-event that has the potential to make the island more appealing both domestically and globally, both physically and economically, to foreign tourists (Vinh and Huy 2016). One of the major events that has become a government program is the hosting of an international racing event, namely MOTOGP in 2021, and the designation of the Mandalika region as a creative economic zone.

Currently, few studies have been done on destination brands, indicating that the subject is complex, particularly when it comes to assessing the quality of destination brands for visitors. The purpose of this research is to examine empirical data in order to create a destination brand equity model for the Indonesian island of Lombok. The significance of this subject stems from the fact that good experiences of visitors with tourism destinations' services, products, and other resources may result in customer satisfaction and positive word of mouth. In addition, Lombok is the leader in halal tourism in Indonesia and the globe. Lombok Island is the world's finest halal tourism destination due to its mainly Muslim population. Also known as the Island of a Thousand Mosques, Lombok Island has incredible natural beauty (Fariz Fadillah Mardianto *et al*. 2019). The World Halal Tourism Awards in Abu Dhabi recognized Lombok's enormous potential as a Halal Tourism Destination in 2015 (Rahmiati, Othman, and Sunanti 2019). Not only Muslim nations have seized this opportunity; countries with a majority non-Muslim population, such as Japan, Australia, Thailand, Singapore, Taiwan, and New Zealand, have also developed halal tourist goods (Battour and Ismail 2016).

Satisfaction and travel experience are recognized to contribute to destination brand satisfaction. Their desire to return and promote the location reflects their level of happiness. Thus, information regarding visitor satisfaction is critical for marketers and administrators of tourist sites to ensure the destination's continued appeal. More specifically, this research seeks to uncover competitive tactics, stakeholder principles, and opportunities for collaboration that would eventually benefit the island of Lombok and its surrounding regions' economic development.

According to Valentina *et al*. (2015), visitor satisfaction may influence a variety of behaviors, including customer retention and word of mouth. Global tourist satisfaction is stated to be evaluated empirically using a

partial satisfaction index. As a result of this research, it is clear that tourist pleasure is contingent on a complicated process in which each player plays a critical role and must work in concert with the others.

According to Hussein (2013), during the past three decades, the idea of value has been critical and relevant to contemporary marketing research and practices and has often been cited as a "top research topic." Today's marketers undertake additional research in the area of customer value. Consumer value, in general, is a notion that has practical consequences for marketing management, as it relates to attracting new customers and maintaining a customer satisfaction base. Meanwhile, Shafaei and Mohamed (2015) said that at least five Islamic characteristics may motivate Muslim tourists to visit a nation, including mosques and prayer facilities, halal cuisine for Muslims, the presence of indigenous Muslim populations, state stability and security, and internet pictures.

However, research in the area of consumer and brand value is often disjointed and driven by economic and philosophical perspectives. To further expand the discipline's knowledge and to aid in the promotion of brand satisfaction, an integrative measure of constructive brand value, as well as a conceptual framework composed of brand values, were explored and evaluated with students in Saudi Arabia. According to research results and established frameworks, boosting brand value may result in increased brand loyalty.

Abdel (2013) bolsters the notion of customer-based brand equity and demonstrates its use in tourist locations. Abdel said that developing a destination brand model requires the use of a customer-based brand equity model that is based on accurate and verifiable data. A survey sample is used to validate the suggested model.

The purpose of this study was to ascertain the connection between brand awareness, brand image, brand quality, and brand value destinations on the island of Lombok's halal tourist satisfaction destinations.

1. Literature Review

The phrase halal tourism began to gain popularity in recent years. Halal tourism is not limited to religious sites, but also to public spaces that preserve adab as a Muslim area and offer amenities and services to Muslim visitors. Shakiry (2006) asserts that the term "halal tourism" does not refer only to religious tourism but encompasses all elements of tourism that adhere to Islamic religious principles. Halbase (2015) describes halal tourism as: "Offering tour destination packages tailored especially to Muslim visitors' requirements." Jafari and Scott (2014) describe halal tourism as the fulfillment of Muslim visitors' desires while adhering to Islamic law's standards and sufficiency. Carboni and Idrissi Janati (2016) describe halal tourism as "tourism that adheres to Islamic principles and involves other Muslims who want to travel according to their religious practices." Thus, halal tourism's fundamental components include halal food, halal transportation, halal hotels, halal logistics, Islamic financing, Islamic vacation packages, and halal spas.

Destination marketing attempts to enhance destination recognition via the development of a distinctive brand (David A. Aaker 1996; Milman and Pizam 1995). Brand awareness is a measure of a brand's power in the minds of its target consumers and serves to draw the attention of prospective visitors (Radisic and Mihelic 2006). Brand awareness refers to a customer's capacity to recall and identify brands under a variety of circumstances and to mentally associate certain brand names, logos, symbols, and so on (Keller 2008). D.A Aaker and Biel (1992) propose a four-tiered pyramid for brand awareness. The greatest degree of awareness is top-of-mind awareness, which places the brand foremost in the customer's mind for unaided recall.

Promotional materials are utilized to establish, reinforce, or alter the destination's image. This kind of marketing effort may provide a destination for awareness, develop interest, arouse desire, and eventually result in action. Konecnik and Gartner (2007) demonstrate that, in terms of destination awareness, the notion has been widely studied and is firmly ingrained in the study of consumer behavior. Brand salience is a method of increasing brand awareness and a critical component of brand equity. The term "brand" refers to the degree to which an individual is aware of the objective of a certain travel scenario and is often assessed without help or awareness or as Aided brand recall (David A. Aaker 1996; Keller 2008; Li, Petrick, and Zhou 2007).

Brand awareness is inextricably linked to brand power, with the brand's existence and footprint in the minds of consumers resulting in their ability to recognize and identify brands in a variety of market circumstances (O'Guinn, Allen, and Semenik 2009).

The brand image literature has been found to be very scarce in regard to customer self-concept. Not just in terms of connecting self-concept theory to brand image, but also in terms of identifying concepts that have not stayed constant over decades (Dobni and Zinkhan 1990). Researchers conduct foundation analysis in order to identify brand images with the goal of creating a consolidated collection of brand image definitions and concepts,

since they consider the word brand image to have lost its worth and richness as a result of misuse and overuse (Tasci, Gartner, and Cavusgil 2007; Hosany, Ekinci, and Uysal 2006).

The term "brand image" refers to "the consumer's impression of a brand as reflected in the brand association stored in the consumer's memory" (Kevin Lane Keller 1993). When utilized effectively, a brand may stay emotionally and intellectually imprinted on a consumer (David A. Aaker 1996). This is because a brand provides customers with critical information about a product or service, acting as a "cognitive shortcut" to a quality viewpoint. As a result, it is seen as an asset for the company and, when utilized correctly, may provide a competitive advantage (O'Neill and Mattila 2004).

Developing a clear and solid definition of the idea is critical because it dictates the nature of the research question, technique, and approach to the interpretation of the results in connection to the research process. According to the remarks above, the brand image has been developed in a variety of ways by many specialists.

Brand quality is a critical brand attribute that may be quantified as a component of brand equity (D.A Aaker and Biel 1992; K.L Keller 2008). A perceived quality position is an unbeatable competitive advantage. D.A Aaker and Biel (1992) defines perceived quality as a customer's impression of a product's or service's overall quality or excellence in relation to its intended purposes. K.L Keller (2008) cites perceived quality as the most critical factor in determining a brand's worth for consumers, owing to its intrinsic nature in many approaches to brand equity. D.A Aaker and Biel 1992; Abbasi and Roosta (2014) highlighted the importance of perceived quality, affiliation, and well-known names in motivating consumers to purchase goods or services, affecting their degree of use satisfaction and fostering brand loyalty.

Understanding a brand's value, or equity, is critical for developing a company's competitive advantage and market position in comparison to other brands. A study of the relevant literature indicates that there are many ways to determining brand equity. Typically, they use two distinct points of reference as the theoretical foundation for their analysis. The first is concerned with the financial elements of brand equity, while the second is concerned with enhancing and increasing the efficacy and efficiency of marketing operations, especially in the communication sector. Both methods share the characteristic that brand equity is an additional value created via the use of a trademark.

Brand value is a consumer's total evaluation of a product's usefulness based on perceptions of what is received and what is provided (Zeithaml 1988). Consumer value is a critical component of customer consumption and decision-making behavior from a marketing perspective (Zeithaml 1988; Sweeney and Wyber 2002). In this way, all goals and services may be quantified by their relative rankings in various categories while still fulfilling the customer's total perceived value (Dodds, Monroe, and Grewal 1991). In the domain of services, the multidimensional value approach is often seen more suitable (Zeithaml 1988; Sweeney and Wyber 2002; Petrick, Pritritchrd, and Smith 2002). Experts have started to consider the importance of a multidimensional value viewpoint and its connection to other post-consumption categories such as satisfaction and behavioral intention (Murphy, Pritchard, and Smith 2000; Petrick, Pritritchrd, and Smith 2002). Similarly, Kwun and Oh 2004; Botterill and Crompton (1996) claimed that perceived value affects pre-purchase behavior and post-purchase recommendations and repurchases.

Figure 1. Research Framework
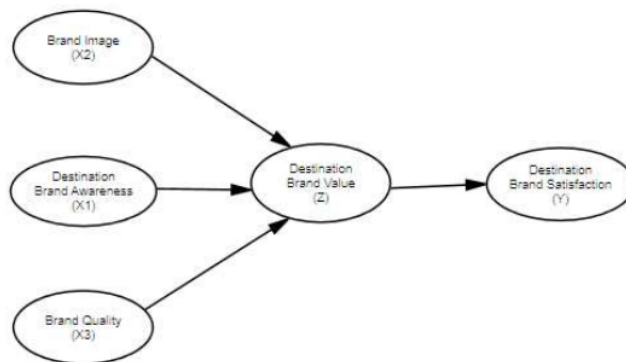
Customer satisfaction with a brand refers to the degree to which a consumer is satisfied with a particular brand. Kotler and Keller (2016) define satisfaction as the emotional response to someone's happiness or

disappointment as a consequence of comparing the product's performance to its expectations. According to Kapferer (2008), the primary determinant of consumer happiness is the difference between customer experience and expectations, and brand positioning affects customer expectations. Thus, destination brand satisfaction refers to the level of satisfaction expressed by visitors after their visit to a particular tourist destination. Happiness or disappointment in someone as a consequence of comparing a tourist attraction's performance to its expectations (Midleton 2001; Blain, Levy, and Ritchie 2005; Kim *et al.* 2009).

Based on the literature review and discussion previously described a research framework that explains the relationship between research variables can be developed. Figure 1 illustrates the relationship between the variables of destination brand awareness, brand image, brand quality, and destination brand value on destination satisfaction.

The hypotheses proposed in this study are as follows:

a. There is a significant positive relationship between destination brand awareness and destination brand value.

b. There is a significant positive relationship between brand image and destination brand value.

c. There is a significant positive relationship between brand quality and destination brand value.

d. There is a significant positive relationship between destination brand value and destination satisfaction.

2. Methodology

This is an ex post facto or causal study. The study's demographic consisted of visitors who visited tourist sites in Lombok Island. SEM analysis was performed in conjunction with WarpPLS software. The number of respondents in this study is 250 visitors as research samples.

This research used a questionnaire with five-point Likert scale. Variable destination brand awareness is measured using three indicators adapted from (Rangkuti 2014), namely the first choice, the appropriateness of the features, and the perceived value of the characteristics. Brand image is measured using four variables from Setiadi (2013), namely: brand image's relation to perceived high-quality destinations, according to personality, destination pictures' resemblance to personal images, and appealing culture. The destination brand value is calculated using four (Tjiptono 2014) indicators: convenience, cost fairness, enjoyment, and obtaining advantages. Destination brand satisfaction is based on four (Kotler and Keller 2016) factors, namely satisfaction with a tourist destination, satisfaction with amenities, satisfaction with service, and satisfaction with security.

3. Results and Discussion

3.1 Descriptive Data Analysis

The descriptive data analysis of 250 respondents found that 63.2 percent of respondents were male, while 36.8 percent were female. If they are classified by age, there are 14.4 percent of respondents aged 17-30 years and 50.4 percent of respondents aged 41-60 years.

Table 1. Characteristics of respondents (N=250)

Characteristics		Frequency	Percent
Gender	Men	158	63.2
	Women	92	36.8
Age (years)	0-16	21	08.4
	17-30	36	14.4
	31-40	67	26.8
	41-60	126	50.4
Education	Primary school	24	09.6
	Junior high	52	20.8
	High school	84	33.6
	Bachelor	72	28.8
Occupation	Student	23	09.2
	Government	61	24.4
	Private employees	87	34.8
	Entrepreneur	79	31.6

If they are categorized according to education level, there are 33.6 percent who have completed high school, 20.8 percent have a junior high school diploma, 28.8 percent have a bachelor's degree, and 9.6 percent have a primary school diploma. If visitors are categorized according to their occupations, entrepreneurs make up 31.6 percent of respondents, private workers make up 34.8 percent, government employees make up 24.4 percent, and students make up 9.2 percent.

3.2 Validity and Reliability Test

Pearson product moment correlation demonstrates that all questionnaire items have a significant correlation at a 5% error rate, implying that all questionnaire items are valid (Table 2).

Table 2. Validity and reliability test result

Research variables	Indicator	Question Number	Pearson correlation	Coefficient Alpha (α)
Destination Brand Awareness	Dba1	01-02	0,788**	0,781
	Dba2	03-04	0,657**	
	Dba3	05-06	0,708**	
Brand Image	Bi1	07-08	0,767**	0,764
	Bi2	09-10	0,832**	
	Bi3	11-12	0,747**	
	Bi4	13-14	0,729**	
Brand Quality	Bq1	15-16	0,810**	0,883
	Bq2	17-18	0,692**	
	Bq3	19-20	0,712**	
Destination Brand Value	Dbv1	21-22	0,677**	0,774
	Dbv2	23-24	0,718**	
	Dbv3	25-26	0,746**	
	Dbv4	27-28	0,718**	
Destination Brand Satisfaction	Dbs1	29-30	0,803**	0,668
	Dbs2	31-32	0,719**	
	Dbs3	33-34	0,812**	
	Dbs4	35-36	0,699**	

**. Correlation is significant at the 0.01 level (2-tailed).

Cronbach's alpha test () indicates that all study variables are reliable, since each alpha coefficient value is greater than the standardized (0,6), indicating that each question item in the measuring instrument may be used. Correlation coefficients adjusted for all question items are higher than 0.3. (Table 2).

3.3 Measurement of the Overall Fit Model

The Overall Fit Model is quantified in order to see the study's complete Outer and Inner models. The outer model measurement (Table 3) indicates that all of the research variables' indicators are significant and have a value higher than 0.5, indicating that each indicator can describe the constructive variables.

Table 3. Measurement results of the outer model

Research variables	Relationship	Loading Factor (λ)	SE.	Probability
Destination Brand Awareness	Des_ba → Dba1	0.564	0.061	0.000
	Des_ba→ Dba2	0.881	0.066	0.000
	Des_ba→ Dba3	0.740	0.061	0.000
Brand Image	Des_bi → Bi1	0.811	0.061	0.000
	Des_bi→Bi2	0.857	0.061	0.000
	Des_bi→ Bi3	0.680	0.060	0.000
	Des_bi→ Bi4	0.653	0.060	0.000
Brand Quality	Des_bq→Bq1	0.660	0.059	0.000
	Des_bq→Bq2	0.838	0.062	0.000
	Des_bq→Bq3	0.516	0.061	0.000

257

Research variables	Relationship	Loading Factor (λ)	SE.	Probability
Destination Brand Value	Des_bv→Dbv1	0.507	0.061	0.000
	Des_bv→ Dbv2	0.615	0.061	0.000
	Des_bv→ Dbv3	0.582	0.061	0.000
	Des_bv→ Dbv4	0.608	0.063	0.000
Destination Brand Satisfaction	Des_bs→Dbs1	0.518	0.063	0.000
	Des_bs→ Dbs2	0.566	0.060	0.000
	Des_bs→ Dbs3	0.540	0.050	0.000
	Des_bs→ Dbs4	0.681	0.061	0.000

3.4 Validity Test

The convergent and discriminant validity tests are used in this research to determine the variable's validity. According to Table 4, the average variance extracted (AVE) values for destination brand awareness, brand image, brand quality, destination brand value, and destination satisfaction are all higher than 0.5. This demonstrates that all of the research variables' values satisfy the AVE criteria, implying that all of the research variables' convergent validity metrics are satisfactory.

Table 4. Average variances Extracted (AVE) and Correlations among latent variables

Variable	AVE	Des_ba	Des_bi	Des_bq	Des_bv	Des_bs
Des_ba	0.626	0.653	0.230	0.354	0.529	0.513
Des_bi	0.654	0.230	0.809	0.637	0.413	0.462
Des_bq	0.639	0.354	0.637	0.799	0.628	0.658
Des_bv	0.734	0.429	0.413	0.628	0.731	0.329
Des_bs	0.774	0.213	0.462	0.558	0.429	0.757

The value of AVE, s (square roots of average variance extracted) indicates discriminant validity when the value of AVE, s is in a diagonal position in the correlations between the latent variables produced by WarpPLS and the expected value is higher than the correlation value in the same block. As shown in Table 6, where the total value of the diagonal block is higher than the total value of the adjacent block. This demonstrates that all variables satisfy the anticipated requirements for discriminant validity.

3.5 Reliability Test

Two criteria were used to evaluate the study variable: composite reliability and Cronbach's alpha. If the composite reliability value is higher than 0.7 and the Cronbach alpha value is greater than 0.6, the variable is considered reliable.

Table 5. Reliability Test Results

Variable	Reliability	
	Composite Reliability	Cronbach's Alpha
Des_ba	0.720	0.792
Des_bi	0.883	0.823
Des_bq	0.840	0.708
Des_bv	0.819	0.704
Des_bs	0.840	0.740

Note:
Des_ba = Destination Brand Awareness; Des_bi = Brand Image; Des_bq = Brand Quality; Des_bv = Destination Brand Value; Des_bs = Destination Brand Satisfaction

According to the output findings in Table 5, all study variables have a composite reliability value higher than 0.7 and a Cronbach's alpha value better than 0.6, indicating that the structural model employed is acceptable.

3.6 Evaluation of the Goodness of Fit Model

The APC value is 0.490, the ARS value is 0.778, and the AARS value is 0.776 with a significance level of 0.001, indicating that the model is fit. The obtained values indicate that the model is adequate for explaining the observed phenomena. To examine the collinearity issue in the WarpPLS model, the Average block VIF (AVIF) and the Average full collinearity VIF (AFVIF) are employed. Ideally, both measurements should have a value of 5.0.

The AVIF value in the model is 1.534, and the AFVIF value is 4.540, which is less than 5.0, indicating that there is no collinierity in the study model. This data indicates that the model is appropriate.

Figure 2. Coefficient of research model path
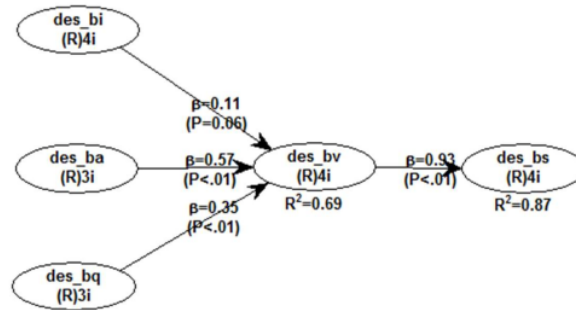
3.7 Hypothesis Testing

Hypothesis testing is conducted using the predicted significant values for the research model parameters shown in Table 6.

Table 6. Hypothesis Testing

H	Relationship	Standardized Coefficient	SE	P	Decision
H1	Des_ba→Des_bv	0.574	0.063	0.000	accepted
H2	Des_bi→Des_bv	0.108	0.069	0.061	rejected
H3	Des_bq→Des_bv	0.348	0.066	0.000	accepted
H4	Des_bv→Des_bs	0.930	0.059	0.000	accepted

There is a relationship between destination brand awareness and a destination brand value of 0.574, with a SE of 0.063 and a p-value of 0.000. This demonstrates that hypothesis 1 is true. Brand image has a 0.108 impact on the destination brand value, with a se value of 0.069 and a p-value of 0.061. This demonstrates that hypothesis 2 is invalid. Brand quality has a 0.348 impact on the destination brand value, with a SE of 0.066 and a p-value of 0.000. Destination brand value has a 0.930 impact on destination satisfaction, with a SE of 0.059 and a p-value of 0.000. This demonstrates that hypothesis 3 and 4 are true. The coefficient of determination (R^2) was found to be 86.6 percent (See Figure 2).

The empirical findings indicate that destination brand awareness has an impact and has the potential to shape and enhance the value of a tourist destination's brand. This implies that if community people have brand knowledge, they will be able to activate and enhance the brand value of the tourist attractions they have visited. The characteristic appropriateness indication is the most influential indicator in determining destination brand awareness, followed by well-known indicators and lastly the first-choice indicator. The indicator's dominance indicates that the Lombok Island government, particularly the tourist office, should emphasize matching features to destination brand awareness, ensuring that Lombok Island is the top choice of destination cities to visit. Visitors will get the impression that tourism on the island of Lombok is a location with tourist-friendly qualities. And establish itself as the first option as a tourist destination. This may be accomplished via the provision of continual information and promotion through advertising. It is critical to constantly offer excellent service to visitors visiting tourist sites, ensuring that tourists feel safe and secure while enjoying the scenery and beauty of tourism in Lombok.

Numerous studies have shown that brand image has a favorable impact on destination brand value, but this study discovered something different. The findings indicated that brand image had no impact on the value of the destination brand. This demonstrates that when visitors make travel decisions, the destination brand image is not the primary element evaluated. Thus, it may be concluded that when visitors decide to join a trip, they will emphasize more significant factors, namely brand quality, rather than the destination's brand image. The indication according to personality is the most influential factor in determining the destination brand image variable, followed by the degree of relevance of the brand image to the destination, the resemblance of the destination image to the personal image, and appealing culture. This implies that the tourism city of Lombok's

brand image has not yet been the brand of choice for visitors looking to book a trip. As a result, the management team must continue to work even more to improve the destination brand image of Lombok Island via brand popularity. Popularity is one of the factors that contribute to the development and enhancement of a brand's image among customers. This may be accomplished by engaging in a variety of activities on a consistent and continuing basis. For instance, by conducting events that attract a large number of people and also by supporting specific activities such as musical attractions and others.

The empirical findings indicate that the tourist brand's quality has an impact on the destination's brand value. As a consequence of this data, when customers are considering taking a trip, the quality of the tourism brand on the island of Lombok becomes a factor. Therefore, the administration of Lombok Island tourism should enhance the tourist objects it owns and make continuous upgrades to all tourist facilities, therefore increasing the value of existing tourist objects. As a consequence, tourist visits to these tourist attractions will rise. According to the component analysis, the most important element determining brand quality is an indication of accommodation facilities, which means that when visitors plan to visit tourist sites, lodging facilities are their first and foremost concern. This demonstrates that visitors are very picky about the accommodation options offered in tourist destinations. Thus, Lombok's tourism administration needs to put a higher premium on the presence of accommodation establishments in tourist areas. If visitors believe that an existing tourist attraction is really worthwhile, they will be pleased, increasing the chance that they will return.

While the relationship between destination brand value and destination satisfaction has been extensively studied in the literature, there has been little discussion of using indicators of convenience, cost reasonableness, fun, and indicators of obtaining benefits as indicators of destination brand value variables. This research discovered new information and established that these four factors contributed positively to the destination brand value variable. The empirical findings indicate that the value of a destination's brand may enhance the value of destination satisfaction. This is one of the study's novel discoveries. Contentment with a destination brand refers to visitors' satisfaction with a visited tourist attraction. The emotion experienced by someone as a consequence of comparing the perceived performance of a tourist attraction to expectations. With the importance of destination brand value on destination brand satisfaction, this explains why tourists have responded positively to the destination brand value of tourist objects on the island of Lombok, such that when tourists choose tourist attractions, destination brand value is one of the factors they consider. Thus, it is appropriate for Lombok's tourism administration to develop and create new tourist attractions, so that visitors experience something fresh with each visit.

The findings show a strong indirect connection between destination brand awareness and contentment, as well as between brand quality and satisfaction, through destination brand value. This indicates that the variable destination brand value makes an excellent intermediary variable, contributing to the relationship between destination brand awareness, brand quality, and destination brand satisfaction.

Conclusion

Satisfaction with the destination brand refers to visitors' feelings about the tourist attraction they visited. Destination brand satisfaction refers to the sensation of being pleased or disappointed by someone as a consequence of comparing a tourist attraction's perceived performance to its expectations.

This study is able to introduce and develop the notion of destination brand value as a useful intervening variable. It demonstrates the theoretical conclusion that the destination brand value is the primary predictor of visitor pleasure when they visit tourist attractions. A tourist attraction's destination brand image has no bearing on its destination brand value. This research also explains the function of destination brand value as a mediator in the connection between destination brand awareness, brand quality, and destination brand satisfaction. In regard to the destination brand value, it reinforces the accomplishment of visitor pleasure. This implies that when visitors decide to visit tourist attractions, they will also evaluate the destination brand value of each of these attractions, as measured by four indicators: convenience, cost-effectiveness, enjoyment, and obtaining advantages.

These results have practical consequences for tourism managers, indicating that they should pay attention to and enhance their destination's brand image, which has not yet had a significant effect on destination brand value. This may be accomplished through increasing brand recognition and establishing competitive advantages that can be utilized to persuade visitors to visit tourism attractions on the island of Lombok.
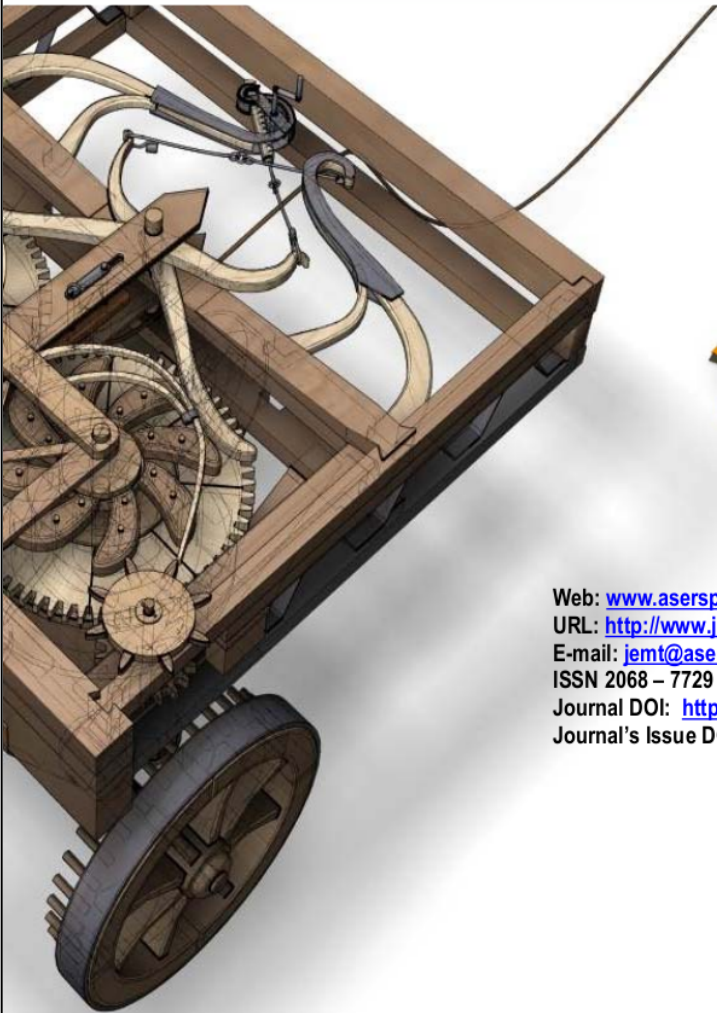
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