CITY BRANDING AND ITS VARIABLES: THE EVIDENCE FROM INDONESIA

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Abstract: This study aims to analyze city branding in tourist areas, with the variables being studied city brand attractiveness, tourism experience, city brand attitude, and city brand equity in tourism areas in Indonesia. This research method uses a quantitative approach with online surveys design, namely by taking a sample from a population and using a questionnaire to collect data. The main thing is that there is a hypothesis that will be tested for truth in this study. The survey questionnaire used is the Ministry of Education and Culture survey form. The research sample was conducted on 181 visitors to Bandung Barat, Indonesia. Structural equation modelling in this study uses a partial least square (PLS) structure. The research findings show city brand attractiveness and tourism experience on city brand equity through city brand attitude. This study produces a new model, namely, city brand attitude as a moderating variable that plays an essential role in building city brand attractiveness and tourism experience, which have the tourists primary preference. The tourist of Bandung Barat to be used as an affirmation of the identity of a vital city branding compared to other cities.

Key words: city branding, city brand attractiveness, tourism experience, city brand attitude, city brand equity

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INTRODUCTION

The concept of city branding is growing in Indonesia. Every government in Indonesia tried to introduce a tourist destination, the city power, and things that attract investors and tourists. The government is conducting promotions by creating city branding following the characteristics of each city.For strengthening city branding to the application of appropriate marketing city expressed by (Ahn et al., 2019; Ardyan and Susanti, 2018; Kavaratzis, 2020). Naming is known as Malaysia with Truly Asia, Seoul to Soul of Asia, Iamsterdam with Open for you, Brisbane Australia with New World City, and easy to remember, even for those who first heard it.

Development of city branding is devoted to putting the proper marketing strategies of various marketing strategies in an existing city so that the current competition is a challenge that must be faced. City branding must pay attention to culture, history, economy, architecture, landscape, growth and social development of society, and infrastructure is combined into one unified whole as an identity that is sold and can be accepted by everyone (Bonakdar and Audirac, 2020; Ginesta et al., 2020; Tresna et al., 2019). The attractiveness of cities in Indonesia is the geographic location between two oceans and two continents which connects the two, with an area of land and sea of 5.180.053 square kilometres, 17.504 islands and 1.340 ethnic groups. Making Indonesia has a lot of tourism potential, ranging from nature tourism, cultural tourism, culinary tours and shopping tours. This is an attraction for foreign tourists and local tourists.

The tourist preference becomes the city known as the city brand equity (Chin et al., 2020; Chin et al., 2020; Trusova et al., 2020). The variables associated with it such as brand awareness, brand loyalty, unique image, positive perceived quality, and revisit, the variable is judged from data on the number of tourists who do not reach the target that has been set in advance and some tourist areas closed because there is no ongoing management to maintain the facilities and development so that visitors are not interested in returning, become bored and do not want to visit these sights. The value of a city that becomes the preference of tourists to visit a city is known as city brand equity which is owned by West Bandung Regency, according to the assumption of researchers that it has not been maximally assessed from the variables inherent in it such as brand awareness, brand loyalty, unique image, positive perceived quality, and revisit, variables are evaluated from a data City brand equity which is less than the maximum visitor behaviour caused by factors known brand attitude in the concept of city branding (Bonakdar and Audirac, 2020; Dudek-Mańkowska and Grochowski, 2019; Górska-Warsewicz, 2020).

Variable-forming brand attitude is brand nature, business creativity, shopping, transport, cultural activities, and social bonding, and each indicator can be adapted according to the conditions of the field. An increase in brand attitude can be maximized by accommodating tourists' desire to get satisfaction when visiting tourist attractions, in this case, known as the tourism experience variable (Iliev, 2020; Marques, 2020), with indicators, value/ cost, local culture, accessibility, physiography and climate, place attachments, entertainment, the quality of service, safety/security, and hospitality. Other variables that can increase brand attitude by increasing city attractiveness are indicators of shopping, accessibility, amusement, activities, and atmosphere (Jung, 2020; Schumpp, 2020).The concept of city brand equity through city brand attitude, tourism experience and city brand attractiveness, is also supported by (Górska-Warsewicz, 2020; Oleinik, 2019; Rakhmanov, 2019). Chan (2019) provided evidence that city brand equity and its variables, such as tourism attraction, accessibility, amenities, ancillary service, hedonism,

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novelty, local culture, refreshment, meaningfulness, involvement, city safety and comfort, city diversity, brand awareness, brand loyalty, proud to live, overall lifestyle is good, rather live here than anywhere else, and good reputation among residents. Besides, previous studies have investigated different aspects of city brand equity, such as that among visitor (Hussein, 2020; Lemarié and Domann, 2019; Munawir, 2019); among Citizens (Ginesta et al., 2020; Schumpp, 2020); and entrepreneurs (Chivandi et al., 2020; Oleinik, 2019) but studies on tourism management in the city brand equity are limited (Bonakdar and Audirac, 2020; Górska-Warsewicz, 2020; Jawahar, 2020). Tourism management recognizes the importance of increasing city brand equity in their area to their role as management. City branding has significantly affected tourist visits (Haarhoff, 2019; Hussein, 2020). Why should we manage city brand equity? The reason is, each city is competing to increase its preference for visits to a town, providing the best facilities for tourists. The city management scheme aims to increase tourist visits. It is essential to know the products and services needed before tourists decide to visit a city. Management of city brand equity will impact the community's welfare and help invest in a town by managing city brand equity by focusing on tourist services. City brand equity is based on the objectives of this study, namely: (1) creating a city branding model concept consisting of city brand equity, city brand attitude, tourism experience, and city brand attractiveness; (2) measuring the level of city branding; (3) verifying the city branding model through its objectives among tourists in Indonesia; and (4) build interdependence between city branding variables (Ardyan and Susanti, 2018; Gómez et al., 2018; Kavaratzis, 2020).

MATERIALS AND METHODS
City Brand Attitude
A person carries out brand Attitudes as an evaluation of the overall concept towards a city, and it can be said that attitudes as individuals are faced with a stimulus that requires an individual reaction to a city. Jhamb (2020) stated that "attitude toward the brand is a relatively enduring, one-dimensional summary evaluation of the brand that presumably energizes behaviour. Brand Attitudes are relatively long and imprint tourists' attention after visiting a city, so they need to be appropriately managed to maintain their quality. Jiang et al., (2020) explain that brand attitudes can be formed through three factors, namely: (1) social bonds, (2) sun and surf brand personality, (3) business creativity. Brand attitudes will shape and influence the appreciation of social stimuli. Responses will guarantee one of the bases from which brand attitudes are formed. The requirement to have an answer and gratitude is to have experience related to psychological objects.

City Brand Attractiveness
City attractiveness is an essential part of urban branding. Investors and tourists are always looking for something interesting in the city. Noni et al. (2015) stated that "the attracting talented and creative people positively, affecting a city's general attractiveness to other stakeholders, such as investors and businesses". In the view of investors, investors will analyze the attractiveness of investing in the city. The city must be environmentally friendly and support business to create jobs, increase the working population and income levels, and encourage investors to invest in their well-being, thereby boosting growth. Investors will see whether a city can provide benefits if they invest their money in the town or not. Investors will also analyze how many tourists enter the city (Chivandi et al., 2020; Miftahuddin et al., 2020).

Tourism Experience
Experience is an important part that must be appropriately managed. The concept of experiential marketing emerged due to changes in the business world and is named the experiential economy. Also, the notion of Tourism Experience was expressed by Ardyan and Susanti (2018) which was taken from the concept of Brakus et al. (2009) saying that "brand experience as subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Experience is significant to touch the emotional side consumers, not just the practical side. Various studies explain that the experience of handling the emotional side will be able to increase satisfaction (Al-Makhadmah, 2020; Carvache-Franco et al., 2020; Demirovic Bajrami et al., 2020). There are only a few studies that specifically examine the experience of city brands. Dealing with something found in a city, a tourist destination, some researchers write tourist experiences (Fedorchenko et al., 2020; Setyawati et al., 2020). The experience given to tourists must be unforgettable (Dashper, 2020; Sterchele, 2020; Stienmetz, 2020).

City Brand Equity
Brand equity can be applied in various fields. Some researchers have tried to use brand equity (Chan, 2019; Coelho, 2020; Kazemi, 2018; Pamungkas et al., 2020). In this study, brand equity will focus more on tourist ratings for city branding. In this study, tourist-based brand equity is defined as tourists' value based on their opinion about destination tourists, city facilities, and services. Tourism based brand equity indicators were adopted from Gómez et al. (2018) including brand awareness, brand loyalty, unique image, positive perceived quality, and revisit.

METHOD
Data
The study was based on measuring the level of city brand equity among the tourist population and was conducted in Indonesia's developing country. The sample size was determined using random sampling, and 200 tourists were chosen from the population. The research used online survey methods (Evans and Mathur, 2018). Approximately 200 questionnaires have been distributed, but only 192 respondents have completed the questionnaire. After validating the results, the number of valid questionnaires that could be used was 181: this met the minimum sample requirement according to (Hair, 2020). Table 1 explains the profiles of visitors. Table 1 indicates that respondents' gender profile is split between 51.4% female and 48.6% male. The majority of respondents are Diploma (58.6%) and High School (22.1%), while the rest of the sample consists of undergraduate (17.7%) and graduate students (1.7%). Most of the respondents (46.4%) registered more than 3 million Indonesian rupiahs. Approximately 35.9 per cent of respondents are age between 15 and 25 years.

Questionnaire design
Each questionnaire contained 51 questions of city branding indicators and seven demographic questions. The measurement variables used in the model estimation, identifying the associated latent variables as brand attractiveness, tourism experience, city brand attitude, and city brand equity, with these constructed as the arithmetic total of responses to statements on 5-point likert scales ranging from 1=strongly disagree to 5=strongly agree.

Data-analysis techniques
The present research uses partial least squares (PLS) to estimate the measurement and structural models. This technique provides advantages over covariance-based models (structural equation modelling (SEM) models (Sarstedt, 2019; Shmueli, 2019): (1) greater convergence due to its simplicity; (2) predictive applications; (3) better suited for small sample studies (less than 250 cases); (4) better suited for formative construct analysis; (5) more versatile by allowing for the integration of small samples; and (6) Advisable when the number of

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indicators per latent variable is high.A variety of studies have used this technique to estimate first-and second-order models that are formative and reflective in nature (Cepeda-Carrion, 2019; Sarstedt, 2020). The program used to model the PLS was SmartPLS. The technique used for the significance test was bootstrapping, which involves the generation of a given number of samples of the same size as the original sample using a replacement value, thus obtaining a standard error value distribution.

Table 1. Visitor profiles

Variable	Frequency	Per cent
Gender		
Male	93	51.4
Female	88	48.6
Age		
15-25	65	35.9
26-35	63	34.8
36-45	41	22.7
46-55	9	5.0
>=56	3	1.7
Education		
High school	40	22.1
Diploma	106	58.6
Undergraduate	32	17.7
Graduate	3	1.7
Household income per month		
Rp.500.000-Rp 1.000.000	30	16.6
Rp.1.000.000-Rp 2.000.000	19	10.5
Rp.2.000.000-Rp 3.000.000	48	26.5
>Rp.3.000.000	84	46.4

Table 2. Loading factor for each measurement variable

Latent Variables	Measurement variable	Loading Factors	t-Value	P Values	Result
City Brand Attractiveness	Tourism Attraction	0.869	27.834	0.000	Valid
	Accessibility	0.880	34.994	0.000	Valid
	Amenities	0.945	72.207	0.000	Valid
	Ancillary Service	0.933	58.075	0.000	Valid
Tourism Experience	Hedonism	0.892	38.985	0.000	Valid
	Novelty	0.857	11.767	0.000	Valid
	Local culture	0.850	24.304	0.000	Valid
	Refreshment	0.880	16.895	0.000	Valid
	Meaningfullness	0.866	35.049	0.000	Valid
	Involvement	0.898	36.595	0.000	Valid
Brand Attitudes	Proud to live	0.855	31.331	0.000	Valid
	Overall lifestyle is good	0.875	30.348	0.000	Valid
	Rather live here than anywhere else	0.856	24.648	0.000	Valid
	Good reputation among residents	0.876	30.279	0.000	Valid
City Brand Equity	City diversity	0.905	44.037	0.000	Valid
	City safety and comfort	0.897	43.159	0.000	Valid
	Brand Awareness	0.897	38.522	0.000	Valid
	Brand Loyalty	0.908	45.693	0.000	Valid

RESULTS DISCUSSIONS

To achieve the objectives, we choose the study, and it is possible to use a sampling unit, namely tourists visiting the tourist destinations of West Bandung Regency to be evaluated, with criteria and scales that have been prepared in advance. Concerning periods, to obtain greater homogeneity in answers and suitability for questions that refer to specific moments, fieldwork was adjusted for a limited time frame, focusing on the December 2018 holiday season. Table 2 provides the estimations of the loading factor for each indicator on each latent variable. All the indicator variables have a loading factor estimate of more than 0.5. Each indicator also has a significant effect on each variable based on the t-test (t-value > 1.96, significance level = 5%). These loading factors are statistically significant, thus indicating good-quality items, based on Hair (2019). After a comprehensive analysis of the scales and constructs defined, city brand attractiveness, tourism experience toward city brand equity and brand attitudes were considered one-dimensional constructs reflectively linked to their indicators. Brand equity was described as a multidimensional construct with dimensions related reflectively to their indicators and formatively to the construct. This study conceptualizes brand equity as a second-order structure with three first-order dimensions as formative indicators and the influence of city brand attractiveness toward attitudes and tourism experience toward the brand attitudes as contributors to brand equity. Similarly, the impact of brand equity on a one-dimensional construct reflecting brand attitudes is presented. Studies have included second-order models to measure brand equity (Chan, 2019; Coelho, 2020; Kazemi, 2018).

Table 3. Result of Hypotheses Testing

Relationship	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	T Table	Decision
City Brand Attractiveness -> Brand Attitudes	0.130	0.073	1.798	0.036	1.65	accepted
City Brand Attractiveness -> Tourism Experience	0.828	0.040	20.504	0.000	1.65	accepted
Tourism Experience -> Brand Attitudes	0.756	0.070	10.750	0.000	1.65	accepted
Tourism Experience -> City Brand Equity	0.553	0.075	7.402	0.000	1.65	accepted
Brand Attitudes -> City Brand Equity	0.411	0.076	5.428	0.000	1.65	accepted

Table 3 shows that the structural equation model's estimations are accurate based on the parameters for the calculation of the test hypotheses. These findings indicate that the model is suitable for the data set as a measurement model. The results are also set out below in Equation 1 to Equation 5. The hypotheses have been addressed from the model and have been shown to have a substantial positive effect.

Structure equations:

$$TE = 0.828*CBA \quad (1)$$
$$BA = 0.130*CBA + 0.756*TE \quad (2)$$
$$CBE = 0.553*TE + 0.411*BA \quad (3)$$

Equations 1 show that city brand attractiveness (CBA) has a positive effect on subjective tourism experience (TE), equation two show that city brand attractiveness (CBA) and tourism experience (TE) have a positive impact on emotional brand attitude (BA), and equation three tourism experience (TE) and brand attitude (BA) have a positive effect on subjective city brand equity (CBE).

The results of statistical tests show that the P-value of each variable is less than 0.05, so H0 is rejected, and H1 is accepted. There is an effect of city brand attractiveness (CBA) on tourism experiences (TE), it can be concluded that an increase in city brand attractiveness (CBA) affects tourism experience (TE) by 82.8%. (2) This means that each variable city brand attractiveness (CBA) and tourism experience (TE) has a significant effect on brand attitude (BA), so it can be concluded that an increase in city brand attractiveness (CBA) affects brand attitude (BA) by 13% and tourism experience (TE) has a direct effect of 75.6% on brand attitude (BA). (3) In the substructure III section, it shows the tourism experience (TE), and brand attitude (BA) variables have a significant effect on city brand equity (CBE), so it can be concluded that the increase in tourism experience (TE) has an impact on city brand equity (CBE) by 55.3% and brand attitude (BA) has an effect of 41.1% on city brand equity (CBE). It is known that each standardized coefficient (path) value between variables shows a positive result.

Through the recapitulation results in table 4, it can be seen that in the first sub-structure, the City Brand Attractiveness variable has an effect of 68.6% on the Tourism Experience. At the same time, the remaining 31.4% is influenced by other variables outside of this study.
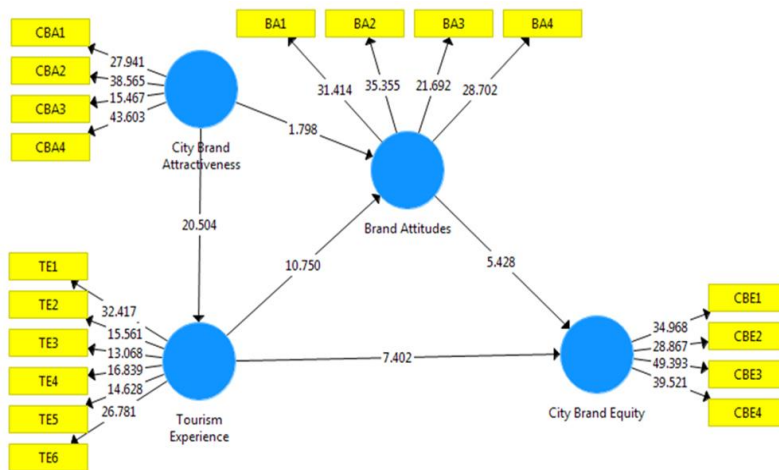
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Figure 1. Research Framework

Table 4. Result of Hypotheses Testing

Correlation	Path	R square Partial	R square Simultan
City Brand Attractiveness -> Tourism Experience	0.828	-	0.686
City Brand Attractiveness -> Brand Attitudes	0.130	0.099	0.752
Tourism Experience -> Brand Attitudes	0.756	0.653	
Tourism Experience -> City Brand Equity	0.553	0.502	0.867
Brand Attitudes -> City Brand Equity	0.411	0.365	

Whereas in the second sub-structure, the City Brand Attractiveness and Tourism Experience variables affect 75.2% on Brand Attitudes. Simultaneously, the remaining 24.8% is influenced by variables other than the two independent variables. Judging from the path coefficient value, the most dominant variable sequentially influencing Brand Attitudes is Tourism Experience with a path coefficient of 0.756 (65.3%) then City Brand Attractiveness with a path coefficient of 0.130 (9.9%). The third substructure, the Tourism Experience and Brand Attitudes variables influence 86.7% on City Brand Equity. Judging from the path coefficient value, the most dominant variable sequentially affecting City Brand Equity is Tourism Experience with a path coefficient of 0.553 (50.2%), then Good University Governance (GUG) with a path coefficient of 0.290 (20.3%), then Brand Attitudes with a path coefficient of 0.411 (36.5%).

CONCLUSION

The conclusion of this study. The city attractiveness affects brand attitudes and shows that the city's attractiveness in the tourist area of West Bandung Regency is a factor that plays an essential role in maintaining the brand attitudes of the tourist area. The higher the attractiveness of cities in research is a determinant in increasing brand attitudes 2). The city attractiveness affects the tourism experience, and this shows that the attractiveness of cities in the West Bandung Regency area is a driving force that will increase tourism experience. The tourism experience resource as an intangible resource in West Bandung Regency's tourist area is very high, and this cannot move alone without structuring attractive city attractions. So that the tourism experience felt by visitors increases with a suitable arrangement of city attractions. 3). The tourism experience affects brand attitudes, and this shows that tourism experience in the tourist area of West Bandung has an essential role in optimizing brand attitudes. So that the tourism experience in the context of this research is only able to increase brand attitudes because of its uniqueness, offering new tours, new experiences and the friendliness of the community around tourist objects owned by West Bandung Regency so that tourists feel happy and spoiled when travelling to West Bandung Regency. 5) Tourism experience has no direct effect on city brand equity. This study's context can only increase city brand equity by records are not homogeneous, which are quickly owned by other city competitors. Therefore the resources owned need to be high heterogeneity, have uniqueness, diversity of tourist objects, new tours, new experiences in tourism that are not owned by tourist areas in other cities, and become the central preference tourist destination city. 6). Brand attitudes have a direct effect on city brand equity, and This shows that the higher brand attitudes in the tourist area in West Bandung Regency are an intangible resource that has been formed very strong and has a good reputation and is the primary preference for achieving city brand equity as a differentiator from other cities.

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