WHAT DRIVES THE TOURISM INDUSTRY IN SAMARINDA? AN EMPIRICAL EVIDENCE

Zainal ILMI
Universitas Mulawarman, Faculty of Economics and Business, Department
of Management, Samarinda, Indonesia, e-mail: zainal.ilmi@feb.unmul.ac.id

Asnawati ASNAWATI
Universitas Mulawarman, Faculty of Economics and Business, Department
of Management, Samarinda, Indonesia, e-mail: asnawati@feb.unmul.ac.id

Justina Ade JUDIARNI
Universitas Mulawarman, Faculty of Economics and Business, Department
of Management, Samarinda, Indonesia, e-mail: justina.ade.judiarni@feb.unmul.ac.id

Alexander SAMPELILING
Universitas Mulawarman, Faculty of Economics and Business, Department
of Management, Samarinda, Indonesia, e-mail: alexander.sampeliling@feb.unmul.ac.id

Rio HARIBOWO
Universitas Mulawarman, Faculty of Economics and Business, Department
of Management, Samarinda, Indonesia, e-mail: rio.haribowo@feb.unmul.ac.id

Saida Zainurossalamia ZA[*]
Universitas Mulawarman, Faculty of Economics and Business, Department
of Management, Samarinda, Indonesia, e-mail: saida.zainurossalamia.za@feb.unmul.ac.id

Abstract: Currently, tourism activities depend not only on what is visible but on a synergistic effort to attract visitors. If they don't make repairs immediately, their interest will slowly dwindle. This situation has become a high enigma and attracted us to identify the relationship between visitors' bonding, city branding, technology adaptation, innovation and creativity, and market segmentation. It described the explanation with the support of 1,278 informants, where we interviewed them while visiting six popular destinations in Samarinda. Using a convenience sampling procedure, we processed the survey data through multiple regression and IBM-SPSS software, which analyzed two structures (direct path and mediation path). The terms that are significant or not significant are $p < 0.05$ for direct effects, and special moderating effects are $p < 0.01$. Exploration showed official outputs, including a positive-significant relationship from visitors bonding to technology adaptation, innovation and creativity to city branding and market segmentation, innovation and creativity to city branding through market segmentation. Unexpectedly, city branding has a positive but not significant effect on visitors' bonding, technology adaptation and innovation and creativity. The results are negative but significant, and technology adaptation has a negative-not significant effect on market segmentation. The novelty of this paper has implications for strength, opinion, and decomposition that need a discussion on the future agenda.

Key words: destination, tourism industry, convenience sampling, perception, SPSS

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INTRODUCTION

In this 21st era, the world of marketing continues to experience significant transformations, including drastic changes in tourism management that pay attention to the wishes and responses of visitors through revitalizing the image of the tourist destination itself (Priatmoko et al., 2021). The tourism industry will never stop presenting the latest breakthroughs to attract people to travel (Ramadania et al., 2021). Therefore, trends need to be created to evaluate theoretical developments and improve tourism management for the better (Stankova and Vassenska, 2017). Referring to the concept of economic development, tourism is the only service sector that comes from nature or is made by humans that contributes inclusively to economic growth (GDP) in a country (Bushati, 2017). They can use this potential from the presence of the tourism industry, and its sustainability depends on the will of the local community, the attention of the government, and the attention of the world. If they do not clean up immediately, their interest will slowly dwindle.

GDP growth has a unidirectional causality affecting the tourism sector in the long run. Both relationships emphasize business improvements and modifications to improve economic performance within the framework of expansion in the

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[*] Corresponding author

tourism sector (Lee and Chang, 2008). Launching from Data Books (2016), Cambodia is the region with the highest contribution of the tourism sector to GDP in ASEAN, up to 29.9% in 2015. This achievement beats nine other countries such as Thailand (20.8%), Laos (14%), and Vietnam (13.9%), which respectively ranked 2nd, 3rd, and 4th. Specifically for Indonesia, this sector's contribution to GDP is the lowest and places Indonesia in 7th position. With a contribution of only 9.6%, the tourism sector gains in Indonesia are smaller than in Singapore and Malaysia, where the two countries achieved added value from the tourism industry of up to 10% and 13.1%, respectively. However, the value of revenue from the tourism sector in Indonesia is the most dominant, collecting around IDR 1,070 trillion. On the other hand, tourism, which is the mainstay sector in Thailand and is a tourist destination that is the prime destination in ASEAN, only penetrated Rp. 1,060.80 trillion. After the outbreak of Covid-19, one sector affected is tourism. Globally, the tourism industry's contribution to GDP fell drastically and only picked up 3.7% throughout 2020.

According to Data Books (2021), the area hardest hit by the slump in the tourism industry was the Caribbean. As is well known, tourism is one sector hardest hit by the pandemic tsunami. This also happens all over the world, including Indonesia. Northeast Asia, Southeast Asia and the Middle East also hit, packing 56%, 53% and 51%, respectively. Interestingly, Southeast Asia suffered significant losses because of the Covid-19 crisis of US $146 billion.
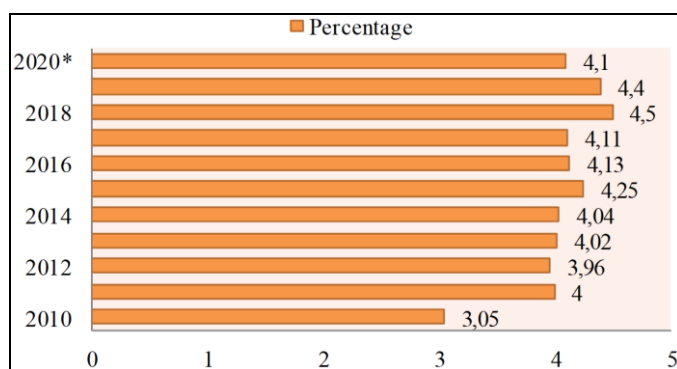

Figure 1. Tourism sector trends to GDP, 2010-2020 (Source: Data Books, 2021; *projected figures; **Label: X-axis is growth & Y-axis is period)
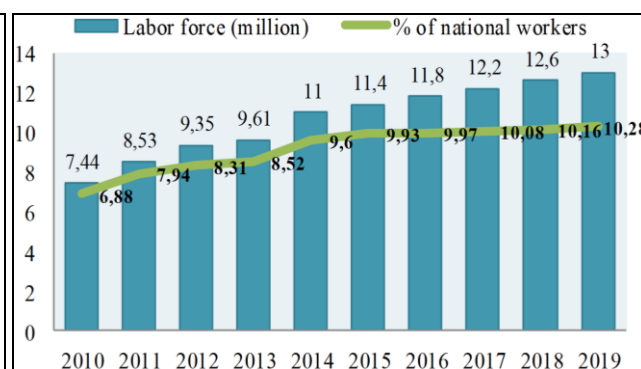
Figure 2. Employment in the tourism sector, 2010-2019 (Source: Data Books, 2021; *Label: X-axis is period & Y-axis is growth)

Negative stigma continues to emerge if you see that the tourism industry in Indonesia is only stagnant and is projected to lose to revolutions in other sectors (such as agriculture, manufacturing, and trade) if there are no bright ideas in creating competitive added value (Zarkasyi et al., 2021). As an illustration, those who are engaged in travel, hospitality, and restaurants are under great pressure and fear making choices by firing employees, reducing salaries, or closing their businesses. It noted that the escalation in the role of the national tourism industry over the past decade had experienced difficulties. Figure 1, which highlights its contribution to GDP performance, is also not very encouraging (Data Books, 2021). There was 4.05% (on average) contribution of the tourism industry to the national GDP during the 2010-2020 period. The most serious thing is in 2020, since Covid-19, the tourism sector requires a long recovery process and time.

Orîndaru et al. (2021) predict that it is likely that the conditions of the tourism industry will return to normal in 2024, where the contribution will be approximately around 4.5% from lax policies to attract tourists' attention through the promotion of flights, cheap lodging, visa waivers, and discounting entry tickets. In 2019, the tourism industry's contribution to the national GDP was 4.7%. So far, the growth of the tourism industry in Indonesia has never reached 5%.

The proportion of workers in the tourism industry to employment from 2010 to 2019 reached 9.7% from 10.69%. We should note that the labor force in question is defined as those who have been absorbed in the labor market from various economic fields and classified in the productive age, that is, 15 years - 64 years (Rahmatika et al., 2020; Hidayati and Faiz, 2020). In 2019, employment of 13 million people. The number increased by 4.17% compared to 2018. Turning to August 2019, there were around 10.28% of workers in the tourism industry as compared to 13% of national workers. This proportion has been increasing since 2010. Something has actually contained the exact scenario in the 'market share concept' which is practiced as a way and how to bring about the desired change, including in the tourism industry (Bolarinwa and Obembe, 2017; Edeling and Himme, 2018; Setini et al., 2020).

Great attention has been paid to the tourism industry in Indonesia by devolving its management down to the smallest (regional) level. Darma et al. (2020) concentrate on the key factors that affect the intensity of tourist visits, where they assess five elements, including income, attractions, travel costs, facilities, and time. Citing Aldianto et al. (2019), Mareque et al. (2021), and Richards (2011) that the inability of the government and local communities to encourage city branding, technology adaptation, innovation, and creativity, has the potential to trigger market segmentation and negative visitor bonds in assessing the feasibility of certain tourist destinations. Ideally, ineffective handling of tourist destinations will give rise to poor reactions and enthusiasm from visitors reactions (Roy et al., 2021).

There are monumental challenges and opportunities in the tourism storefront. From a business perspective, we need a synergistic stage with studies that concentrate on marketing and branding, which are the questions in this paper:
▪ Research Question 1–What is the relationship between visitors bonding and technology adaptation?
▪ Research question 2–What is the relationship between city branding and visitors bonding?
▪ Research question 3(a)–What is the relationship between technological adaptation and innovation and creativity?
▪ Research question 3(b)–What is the relationship between technology adaptation and market segmentation?

- Research question 4(a)–To what extent are innovation and creativity related to city branding?
- Research question 4(b)–To what extent are innovation and creativity related to market segmentation?
- Research Question 5–What is the relationship between market segmentation and city branding?
- Research Question 6–To what extent is visitors bonding related to innovation and creativity through the role of technology adaptation?
- Research Question 7–To what extent is innovation and creativity related to city branding through the role of market segmentation?

LITERATURE REVIEW AND CONCEPTUAL
Visitors bonding

The visitor bond is a new embodiment of the 'customer bond' theory, which is reviewed as a dynamic zone referring to the demands of the times. Cann and Burger (2015) suggest that to achieve a higher level of customer emotional attachment, combining their intentions and significant means to lead to professional maintenance and long-term commitment is necessary. The relationship between the seller and the buyer gave birth to a new concept widely reviewed and developed by academics and practitioners. In the tourism industry context, visitor bonds often empower public facilities provided by destinations, such as tourist attraction information, maps, and social media, to continue to adapt and allow them to have fun (Heimtun and Abelsen, 2011). The motive of time and money invested cannot be replaced by the level of satisfaction. This makes them share experiences with family and friends in the future. Environmental psychology talks about how communication can be two-way. The place factor supports a positive atmosphere to represent social bonds in individual relationships to adjust communal bonds through people's interactions (Ramkissoon et al., 2014). Innovation and creativity do not arise. Therefore, the visitor bond must adapt to technology enthusiasts who are quick in their role in creating a systematic impact that is enjoyed by all, including the goal of producing a sustainable effect (Zhao, 2005; Becker et al., 2017). We plan the two hypotheses below:

Hypothesis 1–Visitors' bonding has a positive and significant effect on technology adaptation.

Hypothesis 6–Visitors' bonding has a positive and significant effect on innovation and creativity through technology adaptation.

City branding

Castillo-Villar (2019) defines 'city branding' as a tool to package competitive advantages for cities to increase tourism attractiveness, expand local identity, minimize social exclusion and investment interest. Bonakdar and Audirac (2020) continued that the approach to city branding is more appropriate to support the city's image effectively. The current discussion places more emphasis on two strategies. The first is an urban landscape design and public analysis of the city's image. They need a proper conceptual framework to link the two indicators into a single process representing social forces and human interaction. It urged cities to create something valuable and widely recognizable as a 'brand'. It has largely ignored the interest of the city authorities in supporting the aspirations of the population, as it tends to only the 'city brand'. In reality, city's branding strategy leads to successful operations in every political campaign, without thinking about the benefits of local wisdom, community identity, competitive bridges, and conversations with tourists (Kusakabe, 2013; Ginesta et al., 2020). Jojic (2018) views that politically based parties have underestimated the meaning of pre-history and local culture owned by the population. They undermine the intent and purpose of the city's natural strategy. Indeed, this is unrealistic, increasing the wishes of the population ignored, thus ignoring their true identity. A real phenomenon that cannot be avoided is tourists' perceptions influenced by residents' attitudes. This is tied to where they work, play, and home. One hypothesis is formulated:

Hypothesis 2–*City branding has a positive and significant effect on visitors' bonding.*

Technology adaptation

Taherdoost (2018) understands the meaning of the future with its 'technology adaptation model'. The early stages of any business need to learn about personal acceptance and recognition of each need to provide future solutions. The emergence of debates from academics about things that are rejecting or encouraging acceptance of technology is an issue that is always viral until now. They have adapted several frameworks to describe new technologies. Users can, of course, receive all relevant information in different parts of the world. Literacy on technology adaptation is about reviewing the 'concept of technology adoption'. Along the way, it applied this conceptualization with 'technology theory' for future researchers to understand and differentiate from the limitations of previous technologies (Lai, 2017).

The key to using technology is to generate brilliant ideas. Hence, rapid technological transformation, changing people's creativity and generating innovation offer competitive advantages (Acar et al., 2019). Although efforts towards innovation and creativity are constrained by deadlines, scarce resources, rules, and regulations, they still attract great interest in marketing management, industrial organization, organizational behavior, organizational management, entrepreneurship, and information. An integration mechanism that brings about transitions in innovation and creativity can facilitate cross-disciplinary learning to set the stage for the future.

Market segmentation is better driven by innovation and creativity, referring to 'entrepreneurial theory'. The perspective of these two hierarchies is a must in the business sustainability process. A semi-formal process from the institution enhances creativity and innovation to realize market success. Components of market segmentation are not always purely connected. Business literacy must complement success with foresight through innovation and creativity (Juliana et al., 2021). Referring to theoretical and empirical assumptions, we propose the following two hypotheses:

Hypothesis 3(a)–*Technological adaptation has a positive and significant effect on innovation and creativity.*
Hypothesis 3(b)–*Technology adaptation has a positive and significant effect on market segmentation.*

Innovation and creativity

Masson et al. (2017) analyzed three differences between innovation and creativity. First, innovation is not necessarily a new thing in the organization, but usually as adoption, creative reactions, and processes that arise from imposed restrictions. Second, creativity can involve various generations with creative ideas, but they do not have to be implemented in a system. Instead, innovation must practice and introduced 'deliberately' in better or new ways. Third, in its application, innovation must refer to the principle of benefit at a certain level of analysis, but this does not apply to creativity in certain cases. Thus, the inherent components of innovation and creativity can relate depending on the organisation's values or goals.

The competitive environment serves to produce contemporary cities. Comparative advantage is success in implementing various strategic instruments. We cannot separate the attractiveness of a tourist destination from effective branding. Therefore, penetration is needed by strengthening innovation and creativity (Dudek Mańkowska and Grochowski, 2019). Branding strategies most often use these two things. The potential of local wisdom is a way to package innovation to present positive attributes. The 'smart city concept' also arises from a series of diffusion in innovation and creativity. As expressed by Ayu et al. (2020), if the understanding of stakeholders in the current era has optimized clustering techniques that are concentrated on the 'creative economy. It efficiently realised the importance of awareness to form a new face in line with the desire to improve city branding. On this occasion, they consider economic restructuring through creativity as the initial foundation to prove the city's image expectations for making strategic plans. Rodrigues and Schmidt (2021) present a valuable proposal that the forging factor is a component of the 'branding' discipline, whereby city policies are based on high relevance to tourism and hospitality management. In fact, in a 'creative city', it is more interesting to relate it to its contribution to a city's brand identity by making a breakthrough in marketing.

Most cities across Europe have improved by incorporating marketing methods, philosophies and administrative techniques into their governments. The causes of misalignment and city operational difficulties are supported by transferring marketing knowledge. Cities are assets that have the potential to be marketed. Branding a city is the right way to implement and describe a city (Kavaratzis, 2004). The starting point depends on communication, image management, and city construction. The concept of 'corporate branding' can change to apply to cities.

On the one hand, city branding pursues economics, but city identification requires communication channels among city residents. The need for relevance of the framework clarifies a process involving multiple communities to increase investment, competition, tourism and resources. We formed three hypothetical statements:

Hypothesis 4(a)–*Innovation and creativity have a positive and significant effect on city branding.*
Hypothesis 4(b)–*Innovation and creativity have a positive and significant effect on market segmentation.*
Hypothesis 7–*Innovation and creativity have a positive and significant impact on city branding through market segmentation.*

Market segmentation

Danneels (1996) states that a crucial concept in marketing is fixing market segmentation. Although there are few publications on its application to business development, segmentation in higher education is quite popular (Chen and Hsiao, 2009). The world of education has adopted 'marketing segmentation theory' in analyzing each cluster to report individual abilities. Intense business competition causes people to enter a strong 'competition arena'. The behavior of the market adjusts to demand so that the form of supply will target the impulse of repeated interactions.

The point of view on the competitive side is designed with the organisation's involvement to win the competitive market. Sari and Nurhadi (2019) align strategies in market segmentation based on the marketing mix and value. Through the concept of 'positioning', 'segmentation', and 'targeting'. The target market is selected by utilizing social media such as Facebook and Instagram, where consumers will be classified into two groups. As a result, the ad prototype has proven to be effective in stealing their attention, focusing on city branding. From here, it structured the arguments as follows:

Hypothesis 5–*Market segmentation has a positive and significant effect on city branding.*

Design and content

We formed the model for combining the basic content of 'marketing management', 'branding', and 'TAM' in one interior (eg Nistor, 2019; Pantano and Di Pietro, 2012; Galib et al., 2018; Hsu, 2016; Rokka, 2021). The components of the selected variables become a unit. Based on the research questions and proposed hypotheses, nine points are divided into seven problems analyzed directly and two problems investigated by reviewing the role of technology adaptation and market segmentation as mediation (Figure 3).
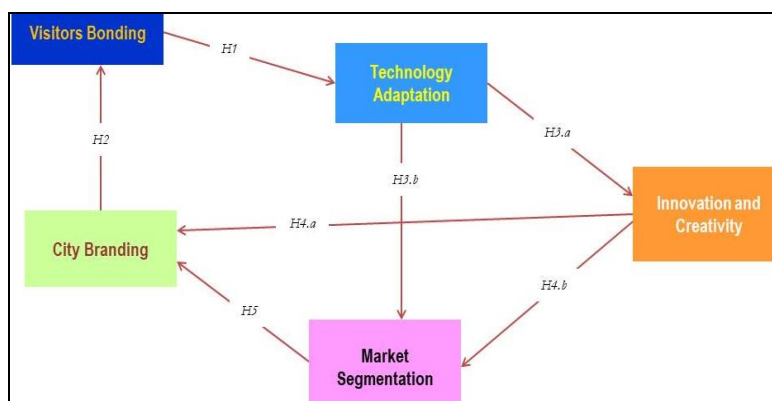

Figure 3. Theoretical framework (Source: author's idea)

METHODOLOGICAL APPROACH
Data collection

Data was collected based on 'participant statements' through the distribution of questionnaires and interviews. The scheme started with planning that involved authors choosing the time of the survey, location, and participants. Before entering the interview session, goals and objectives need to be focused on domestic and foreign visitors based on the current situation of destinations in Samarinda City, where at least they are well acquainted with the current geographic, demographic and cultural situation. Because the characteristics of the informants were known, it was easy to collect data because they are also visitors at all destinations in Samarinda. Convenience sampling is the right solution referring to the urgency of the study, the availability of elements, a coincidental inherent identity, and the ease of achieving it (Etikan et al., 2016). This intended for visitors who met randomly and considered under the guidelines, so that the sample unit not determined by certain formulas such as parameter estimates in population proportions (Salkind, 2010). The special reason convenience sampling is applied is the accuracy of accuracy and we do not accept the exact inflow of tourist visits to Samarinda City in 2021. In addition, because there are certain hours and days imposed on tourists during Covid-19, this technique is the most efficient option, without ignoring health protocols and reducing comfort. The level of understanding of the credibility of the informants makes it easier to answer each statement item.

The composition of the sample was 1,278 visitors spread over fifteen points, including the Desa Budaya Pampang, Kampung Tenun Samarinda, Taman Rekreasi, Lembah Hijau, Rumah Ulin Arya, and Junggle Water World. These popular destinations are in ten sub-districts in Kota Samarinda (for example, Ratnasari et al., 2020).

Analysis instrument

The method of analysis starts with the presentation of the data empirically. In the first scheme is to place the informant's statement into four items (4 = very acceptable, 3 = acceptable, 2 = not acceptable, and 1 = very not acceptable). The second tendency is to tabulate the data according to each variable and the informant's code. Then, we transformed the overall value into the IBM-SPSS software. In many respects concerning empirical testing, statistical assumptions for research of the type of social experiment, ZA et al. (2021), McHugh (2013), and Aslam (2021) recommend standards such as goodness of fit. Descriptive statistics, validity, reliability, partial test, and moderating effect measured the feasibility of the regression model. The conditions, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) and Bartlett's test support the validity, Cronbach's Alpha (CA) determines the reliability, the relationship of the variables directly (H1; H2; H3-a; H3-b; H4- a; H4-b; and H5), and specifically for the moderating effect (H6 and H7) calculated based on the extra program, namely the Sobel test.

RESULTS
Informant experience

These six destination reputations also refer to the daily visit rate compared to other destinations in Samarinda. After we completed the interview stage, we summarized important information from the visitors. Table 1 displays the characteristics of informants based on the regional origin, age, gender, legal status, travel destination, and visiting experience.

Table 1. Sosio-demografis variables (Source: interview result)

	Profiles	N = 1,278	%
Origin	Indonesian	529	41.39
	Asia (outside Indonesia)	384	27.23
	Europe	75	5.87
	South America	40	3.13
	North America	66	5.16
	Australian	162	12.68
	Africa	8	0.62
	Other nationalities	14	1.09
Age	Younger than 20 years	243	19.02
	21 – 30 years	115	8.99
	31 – 40 years	397	31.06
	41 – 50 years	458	35.84
	Older than 50 years	65	5.09
Gender	Female	571	44.68
	Male	707	55.32
Legal status	Skilled worker	313	24.49
	Just visiting	241	18.86
	Domestic worker	558	43.66
	International student	166	12.99
Travel destination	Desa Budaya Pampang	424	33.18
	Kampung Tenun Samarinda	169	13.22
	Taman Rekreasi	200	15.65
	Lembah Hijau	68	5.32
	Rumah Ulin Arya	230	18
	Junggle Water World	187	14.63
Visiting experience	Less than 1 years	548	42.88
	1 – 3 years	169	13.22
	More than 3 years	561	43.90

Table 2. Degree of measurement (Source: compiled from IBM-SPSS)

Variables and dimensions	Update from	SD	Mean	CA
Visitors bonding	Cossío-Silva et al., 2019; Meng et al., 2008; Yap and Allen, 2011	*0.78*	*3.20*	*0.71*
-Destination attribute performance		0.79	3.61	0.72
- Motivate visitors		0.83	3.04	0.79
- Destination satisfaction		0.78	2.85	0.68
- Motivate visitors		0.72	3.28	0.63
Technology adaptation	Sugandini et al., 2018; Arifin et al., 2018; Purwantini et al., 2020	*0.80*	*3.31*	*0.73*
- Human resources		0.84	2.91	0.88
- Knowledge		0.80	3.42	0.65
- Complexity		0.75	3.59	0.66
Innovation and creativity	Cropley et al., 2011; Permatasari et al., 2021; Dziallas and Blind, 2019; Wahyuningtyas et al., 2021	*0.75*	*3.61*	*0.72*
- New product development		0.66	3.64	0.61
- Competitiveness		0.76	2.77	0.63
- Capabilities		0.78	3.83	0.62
- Diagnosis		0.76	3.98	0.87
- Social impact		0.81	3.84	0.85
Market segmentation	Shashkova et al., 2021; López-Roldán and Fachelli, 2021; Utama, 2016	*0.80*	*3.02*	*0.80*
- Goal creation		0.72	3.36	0.81
- Destination image		0.72	3.19	0.83
- Psychographic		0.94	3.22	0.80
- Destination identity		0.93	2.53	0.79
- Comparative typology		0.71	2.80	0.75
City branding	Hereźniak et al., 2018; Moradi et al., 2018; Herezniak and Anders-Morawska, 2015; Shirvani Dastgerdi and De Luca, 2019	*0.75*	*3.49*	*0.76*
- Brand strategy place		0.90	3.65	0.76
- Urban competitiveness		0.64	3.91	0.78
-Cultural and social characteristics		0.59	3.61	0.76
- Brand performance venue		0.83	3.86	0.73
- Infrastructure facilities		0.70	2.87	0.84
- Competitive advantage		0.81	3.04	0.69
KMO-MSA: 0.65; Chi-Square: 68.40; Sig.: 0.03				

Overall, 41.39% of visitors' citizenship status came from Indonesia, with an average age of 41-50 years at 35.84%. Surprisingly, the dominant visitors were male by 55.32%. The enthusiasm for the visit can be seen from their official status as residents, where 43.66% of them were domestic workers. The rest were visitors who have visas as foreign residents or as professional workers in several national and international companies with branches in East Kalimantan to students from various countries taking part in 'student exchange programs with several universities in Samarinda.

Empirical findings

In the first place, Table 2 exposes the feasibility of the model played in three parts, including descriptive statistics examining penetration on standard deviation and mean, criteria for confirmatory factor analysis (CFA) referring to KMO-MSA and Bartlett's test, then reliability revealed by CA values. Guidance for KMO-MSA must be higher than 0.5 because the variable is workable to be predicted and analyzed further, while Bartlett's test presented at a significance level and must be less than 0.05 (for example, Kurniawati and Khairunnisa, 2020). The model packing CFA shows the amazing thing with consistent construct size (*KMO-MSA = 0.65; p = 0.03*). Another impressive record, leading to the success of all variables that collect average points, SD, and CA, is commensurate. The results show for visitors bonding (*SD = 0.78; M = 3.20; CA = 0.71*), technology adaptation (*SD = 0.80; M = 3.31; CA = 0.73*), innovation and creativity (*SD = 0.75; M = 3.61; CA = 0.72*), market segmentation (*SD = 0.80; M = 3.02; CA = 0.80*), and city branding (*SD = 0, 75; M = 3.49; CA = 0.76*). As an illustration, the provision in CA> 0.6 (Taber, 2018; Van Griethuijsen et al., 2015).

Table 3. Causality outcome (Source: compiled from IBM-SPSS, where: **p <0.05 and ***p <0.01)

From	To	Test-statistic	P-values
Visitors bonding	Technology adaptation	1.894**	0.013
Visitors bonding through technology adaptation	Innovation and creativity	1.416***	0.156
City branding	Visitors bonding	0.220**	0.251
Technology adaptation	Innovation and creativity	-2.134**	0.038
Technology adaptation	Market segmentation	-1.683**	0.100
Innovation and creativity	City branding	5.871**	0.014
Innovation and creativity	Market segmentation	9.066**	0.005
Innovation and creativity trough market segmentation	City branding	4.078***	0.000
Market segmentation	City branding	4.567**	0.026

The proportion of each relationship between variables has paid off nicely. As a result, visitors' bonding affects technology adaptation positively significantly (*T = 1.894; p = 0.013*), but technology adaptation does not mediate in the relationship between visitors bonding and innovation and creativity is positive-not significant (*T = 1.416; p = 0.156*). Therefore, technology adaptation has less systematic effect from these two patterns. From Table 3, we know that city branding has an insignificant effect, although it is positive (*T = 0.220; p = 0.251*). Another news is that technology adaptation has a significant effect, but the effect is actually negative (*T = -2.134; p = 0.038*). We should note that on market segmentation, technology adaptation has a negative-not significant impact (*T = -1.683; p = 0.100*). Returning to the output of SPSS, the test findings also contain a positive-significant effect of innovation and creativity for city branding (*T = 5.871; p = = 0.014*) and market segmentation (*T = 9.066; p = 0.005*). Following this fantastic achievement, market segmentation could play an indirect effect between innovation and creativity on city branding (*T = 4.078; p = 0.000*). Market segmentation again presented a positive-significant reaction to city branding (*T = 4,567; p = 0.026*). Market segmentation is the most prominent key variable when compared to other forming variables. Figure 4 shows the paths in each path. Both positive (+) and negative (-) markers showed association for all seven relationships (direct effect). What needs to be emphasized is how strong the construct is in a model. Therefore, we use the coefficient of determination (R^2) to sharpen the fit and how well several variables in the linear regression equation fit (eg Chicco et al., 2021). Agunbiade and Ogunyinka (2013) categorizes R^2 into five forms, namely 0 – <0.30 = negligible correlation, 0.30 –<0.50 = low positive correlation, 0.50 – <0.70 = moderate positive correlation, 0.70 –<0.90 = high positive correlation, and 0.90 – 1 = very high positive correlation. From this, we can conclude that the path that links visitors to bonding with technology adaptation is moderately positive. However, technology adaptation actually has a low positive determination towards innovation

Figure 4. Overall estimate (Source: compiled from IBM-SPSS)

and creativity. Another observation that makes a difference, where innovation and creativity on market segmentation and city branding, the determination is high positive. Then, market segmentation has a moderate positive acceptance for city branding and city branding is quite superior in contributing to visitor bonding, which is moderately positive.
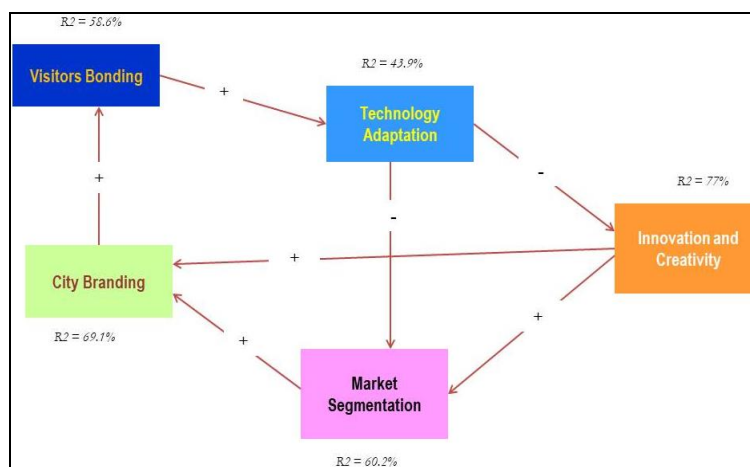
DISCUSSION

By carrying out the mission of 'developing tourism destinations and making Indonesia a world-class tourism destination', the Indonesian government, through the Ministry of Tourism and Creative Economy, also covers strengthening the creative economy (Simanjuntak, 2013). Unfortunately, they heard only a few about Indonesia's diversity of culture, historical, and natural heritage (Dewi et al., 2021; Hasibuan et al., 2011; Fitri et al., 2015) popular among tourists such as Lake Toba. (North Sumatra), Kuta Beach (Bali), Derawan Islands (Berau), Borobudur Temple (Yogyakarta), Raja Ampat Islands (West Papua), and Mount Rinjani (Lombok). East Kalimantan will soon become the centre of the Indonesian government in 2024, as if we have not heard it about the tourism industry.

As the capital city of East Kalimantan Province, Samarinda actually has interesting tourist destinations that come from an ancient and artificial heritage. However, the prospects are not as bright as the six tourism that have been reviewed previously that is Desa Budaya Pampang, Kampung Tenun Samarinda Taman Rekreasi, Lembah Hijau, Rumah Ulin Arya, and Junggle Water World. Only some continue to be promoted, but it still limited them to exhibitions at festivals and well known nationally, such as handicraft products (Purwadi, 2015; Indriastuti et al., 2020).

A reputation is at stake in thinking about the development model of the tourism industry in Samarinda City. Referring to BPS-East Kalimantan Province (2021), although Samarinda City has several hotels of all sizes, in terms of accommodation and tourist destinations, it is still far behind Berau. Not only that, when compared to other regencies and cities in East Kalimantan, Samarinda also lags the level of tourist arrivals, where foreign tourists prefer to visit Berau. In contrast, the flow of domestic (local) tourist arrivals chooses Balikpapan City instead of Samarinda.

Whether positive or negative, unforgettable memories by tourists certainly have significant emotional consequences for them at a destination (Ahsanah and Artanti, 2021). A wonderful image depends on what they learn, feel, and remember about a particular object. Thus, social capital is the first thing that must be considered in identifying how those who travel contribute to public recognition, build tourism spaces, and pocket benefits such as social identity (Domi et al., 2019).

City brands that contain 'value equity' collectively represent the emotional, opportunity, social and economic benefits of engaging in activities ranging from special festivals and celebrations to various information. This reminds us that city branding is not only a full-fledged job by the government but also stakeholders in power to convey positive news about the state of the city to tourists (Mujihestia et al., 2018).

It highlighted valuable needs in the bonding of city and tourist brands through strategic design. They certainly have experiences that will be told about tourist trips in terms of operations, history, processes, products, operations, and processes (Mitchel and Orwig, 2002). The involvement of individual loyalty and experience is inseparable from the 'brand bond' which contributes to a more maximum brand value. In the end, the availability of relatively accessible knowledge, along with increasingly fierce competition from tourist destinations, strengthens the relationship between tourists and brands to absorb tourist loyalty. In an informal environment such as tourism, Soares et al. (2021) are more oriented towards a 'care-based technology adoption model' to adopt innovations that have created creativity for many essential discoveries. Straub (2009) suggests that individuals always adapt to time, space, and complex processes in technological development, so that there are social aspects that need to be formed in influencing every decision. The facilitation of technological adaptation must address contextual, emotional, and cognitive issues. The implication is that it focuses on networking involving formal organizations to share opportunities for a wide range of people.

Creativity and innovation are the lifeblood of an organization. In the business world, these two vital keys involve the individual behavior and skills required to explore the 'concept of innovation', whether it is a natural factor or growing by learning and adaptation in an environment oriented towards the 'creativity concept' (Glassman and Opengart, 2016). This is where the essence of the special offer of entrepreneurship seems more practical than the theoretical aspect.

Goyat (2011) does not emphasize the role of creativity in market segmentation. However, Otuedon (2016) actually teaches that it is important to stay creative, because there are different ways to facilitate the market segmentation process. Intense competition in the global market makes customer segments homogeneous because the need for some level of creativity has exceeded jurisdictional boundaries. Sutapa et al. (2017) packs creativity to adjust market segmentation or the correct level of need. Through a true multi-step market segmentation process, it is a testament to market knowledge, creativity, and managerial insight. The right scientific technique to organize the segmentation basis is to produce segments that meet the criteria, including responsive, substantial, accessible, and identifiable. Creativity must get the right market segmentation based on the best innovation potentials.

CONCLUSSION

This paper has the ambition to examine the connection between visitors bonding, technology adaptation, innovation and creativity, market segmentation, and city branding by involving visitors at six destinations in Samarinda City during 2021. The consideration was that Samarinda did not have a magnet for tourists and for several decades considered there is a metamorphosis in the improvement of tourist attractions through attractions, festivals, and various programs carried out by the government to attract their attention. Through a series of statistical procedures in the regression method, we found nine fragments that visitor bonding could grow technology adaptation up to 189.4% (H1 accepted), visitor bonding increased innovation and creativity through technology adaptation reached 141.6% (H6 accepted), innovation and creativity added city branding and market segmentation with a proportion of 587.1% (H4.a and H4.b accepted), innovation and creativity increased city branding through market segmentation by 407.8% (H7 accepted), and market segmentation grew city branding up to 456.7% (H5 accepted). Among other empirical evidence, there are results that contradict the hypothesis. Although the city branding relationship could increase visitors' bonding by 22%, the impact was not significant (H2 rejected). Worse yet,

innovation and creativity fell to 213.4%, if technology adaptation added (H3.a rejected). We can also see inconsistency from the increase in technology adaptation, which actually harms market segmentation by 168.3% (H3.b rejected).

No study is perfect, as with in this case. The drawback of our study lies in the sampling technique. Appropriately, implementing the sample considers the maturity of the informants' insight, for example, by using purposive sampling. That way, the investigation can get a maximum response because those selected are visitors who understand the ins and outs of destinations in Samarinda City, have ideal characters with competent literacy coverage, and the level of interpretation of a terminology in a professional way. Therefore, further work will continue to develop. Elaboration of the study based on the expansion of variables and dimensions also recommended.

Future agendas need to integrate the implications of this research. Therefore, changing perspectives from practical and theoretical contributions is difficult. We hope the results will continue to strengthen aspects related to city branding to visitors bonding, and technology adaptation to innovation and creativity and market segmentation. It contained all stakeholders in the 'five helix concept' (academics, business actors, media, communities, and, of course, the government). These parties must make contemporary breakthroughs that can modernize destinations by changing the 'face of the city' not just a cursory project, making it possible to provoke the desire of tourist visits.

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