



Destination brand awareness and perceived value: the mediating influence of destination image

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ABSTRACT

The purpose of this study is to analyze the extent of the influence of destination brand awareness and destination image in increasing perceived value in Gandoriah Beach tourist attractions. The population in this study is all people who have visited the Gandoriah Beach Tourist Area, the number of which is not known with certainty. Meanwhile, the number of samples in this study was 110 respondents using the purposive sampling method. The analysis technique used is SEM analysis using smart PLS3. The results of the study are (1) There is a significant influence between destination brand awareness and perceived value. (2) There is a significant influence between destination brand awareness and destination image. (3) There is a significant and positive influence between destination image and perceived value. (4) Destination image is able to mediate the influence of destination brand awareness with perceived value.

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INTRODUCTION

The tourism sector is one of the leading sectors and is a priority scale in the National Medium Development Plan for 2019-2024. Tourism is important because it is able to have a big impact on economic growth and the opening of new jobs. Tourism can be a great force as a driver for regional development. Good and professional tourism management can increase the income of the surrounding community, reduce unemployment, and increase government revenue. In addition, developments in the tourism sector will have an impact on many sectors besides tourism itself such as transportation, hotels and restaurants, MSMEs and so on. West Sumatra is one of the provinces on the island of Sumatra that has many tourist attractions, both natural, artificial or special interest tourism spread across 19 regencies/cities. The tourist facilities are quite good, and the frequent holding of cultural performances is one of the drivers of the arrival of local and foreign tourists to this province.

West Sumatra has almost all types of tourist attractions such as seas, beaches, lakes and mountains. In addition, West Sumatra also has many cultures, ethnic groups, and others that make West Sumatra very interesting to visit, both beach tourism and cultural tourism. The diversity of tourist attractions that are relatively high, such as historical, natural, cultural, culinary, and artificial tourist attractions is able to provide high value for West Sumatra. Thus, West Sumatra has become a target for domestic and foreign tourists. Perceived value is described as an overall assessment made by travelers based on their comparison between utility or perceived benefits or sacrifices associated with the goal (Wang, et. al., 2016). Value for visitors can be created through marketing attributes that can be stimulus

elements for a tourist attraction to influence visitors (Mardikawati & Farida, 2013). If the visit can provide positive value and be able to meet needs or provide satisfaction, it will cause re-visits in the future. According to Ghafari et al (2017) perceived value perceived by tourists can effectively increase the market share of a tourist attraction and serve as a predictor of tourist behavior intentions such as return intentions.

Gandoriah Beach has a high value because in addition to presenting beautiful sea views, this beach also presents several island clusters, namely: Angso Duo Island, Tangah Island, Ujuang Island, Kasiak Island, Gosong Island and Bando Island. Every tourist who wants to visit these islands must pass through Gandoriah Beach first. For tourists who want to visit this beach can enjoy the beauty of the six islands by crossing using a tourist boat that has been provided (Pariaman City History Website 2020). The advantages and values of Gandoriah beach are also supported by its strategic access, where this beach is right behind the Train Station. Its position in the center of the city makes access to this beach very easy.

However, based on existing data, even though Gandoriah Beach has value and uniqueness, this tourist attraction is still less competitive when compared to other tourist attractions in West Sumatra. This phenomenon is certainly something to be studied more deeply, because with the advantages it has, this tourist attraction should have a high destination perceived value and be able to compete with other tourist attractions, and can attract more tourists. On the contrary, based on the results of a survey conducted by the Institute for Economic and Community Research (LPEM) of the Faculty of Economics and Business, University of Indonesia (UI) in 2022, Gandoriah Beach is not included in the favorite tourist destinations for tourists to West Sumatra in 2022. It is known that there are five tourist destinations in West Sumatra that are favorites to visit, both tourists from Sumatra and outside Sumatra. The five tourist destinations are Padang Beach, Harau Geopark, Jam Gadang Area of Bukittinggi City, Singkarak Lake area which stretches across two districts, namely Solok and Tanah Datar and Istano Basa Pagaruyung in Tanah Datar.

The results of this survey explain that Gandoriah Beach has not become an attractive tourist destination for tourists, because it is still unable to offer the value desired by tourists even though this tourist destination has many advantages. Based on data obtained from the Tourism and Creative Economy Office of West Sumatra Province (2022). Pariaman City is the ninth city in order of the number of tourist visits to West Sumatra in 2022. This means that the tourist destination Gandoriah Beach does not yet have optimal value for tourists. In increasing the destination perceived value of tourists to a tourist destination, tourist attraction managers must think of a marketing strategy, namely how to create a destination image in the minds of tourists. This is because the destination image is the result of every process experienced by tourists after traveling or visiting the attraction. Destination Image that has been attached to the minds of tourists can be an encouragement for tourists to be able to visit again. The establishment of a destination image after tourists arrive will shape tourist satisfaction and increase the intensity of wanting to come back to the area (Abubakar et al., 2017).

Destination image is an individual's response to whether their trip is very satisfying or not. So the city of Pariaman must as much as possible make visitors satisfied and make these tourists want to revisit the tour, because the more positive the image obtained from a destination, the higher the destination perceived value that tourists have. The more positive the image that tourists get during the tour will result in a positive evaluation of the destination (Chen & Tsai, 2007). Destination image is considered one of the effective marketing tools because the elements contained in it can influence the motivation of tourists and become a attracting factor for tourists to visit. Currently, there is a shift in international tourist destinations from developed countries to countries in Asia. This shift can be a great opportunity for the development of Indonesian tourism. With this shift, regions are required to increase the attractiveness of their tourist destinations.

Destination perceived value and destination image can be influenced by destination awareness (Kaushal et al, 2018). Destination awareness in a tourist destination indicates how far tourists know the tourist destination. Tourist destination managers need to understand well the level of destination awareness they have in order to know the right promotion strategy to attract tourists. Many tourists

are unaware of the existence of a tourist destination because the promotions carried out by the destination manager are unable to reach them. As a result, these tourist destinations cannot maximize tourist visits. Destination awareness is important to study because destination awareness identifies that visitors think about a particular destination or tourist attraction when visitors think about wanting to travel. Increasing destination awareness can increase the likelihood that the tourist attractions in question will be one of the considerations to visit.

THEORETICAL FOUNDATIONS AND HYPOTHESES

Perceived value

Perceived value is the difference between the total utility consumers earn from and the total costs they sacrifice (Walsh, Shiu, & Hassan, 2014). According to Huwae et al, (2020) perceived value is the difference between a prospective customer's assessment of all the benefits and costs of an offer against its alternatives. Another opinion expressed perceived value is the customer's overall assessment of the usefulness of a product or service based on the perception of what is received and what is given (Al-Ansi & Han, 2019). To measure variable perceived value, four indicators are used according to Jeong and Kim (2019), namely: making visitors feel happy, the quality of the destination is extraordinary, the destination is better than expected and a good decision to visit.

Destination Brand Awareness

Destination awareness is defined as a traveler's knowledge regarding the existence of a destination (Van Niekerk & Saayman, 2013). Destination awareness is a necessary first and important step when making a visit to the intended tourist attraction. Destination awareness can also be interpreted as whether a person has heard about the tourist destination and what tourist destination first comes to mind when a person is considering a desire to take a vacation (Lemmetyinen et al, 2016). Awareness is one of the variables that helps researchers in understanding the decision-making process by consumers, obtaining information in the future, and the intention to visit in the future (Ghafari et al, 2018). To measure the variable destination brand awareness, four indicators are used according to Ghafari et al, (2017), namely: easy to imagine the distinctive features of tourist destinations, easy to recognize from the characteristics of tourist destinations among the competitive, easy to remember the destination brand at the time of travel decisions and destinations are the first choices that come to mind when making travel decisions.

Destination Image

A positive destination image can help tourists see what makes a destination special. According to Abdullah and Lui (2018), "The image of a destination is a representative or perception of the overall feeling and knowledge of tourists towards a destination." Furthermore, according to Khan et al. (2017), "Destination image refers to the ideas, beliefs and impressions obtained by individuals regarding the characteristics of a destination." Meanwhile, according to Upadhyaya (2012), the image of the destination is interpreted as the perception of visitors about tourist attractions. An image is something abstract (intangibility) that cannot be tasted, seen, heard, dibau, or felt, so the service provider company must really convince potential tourists and provide real evidence to tourists when they are in tourist destinations (Suharto, 2016). To measure the variable destination image, three indicators are used according to Kaushal et al, (2019), namely: interesting places to visit, destinations have interesting natural and scenic attractions and pleasant climates.

Influence Between Variables

The effect of destination brand awareness on perceived value

Liu et al. (2015) found that destination brand awareness has a significant effect on perceived value. A similar opinion was also expressed by Horng et al., (2012) who explained that destination brand awareness is one of the important factors that can affect perceived value.

The relationship of destination brand awareness to destination image

Brand awareness is also viewed in conjunction with brand image, where the two elements of brand equity are collectively viewed as overall brand knowledge. Brand awareness was also found to have a positive impact on brand image (Liu et al.,2015). Huang and Sarigöllü (2011) state that brand awareness is an important factor in the consumer decision-making process. Brand awareness is considered one of the main components of brand equity where destination brand awareness affects cognitive and conative imagery.

The effect of destination image on perceived value

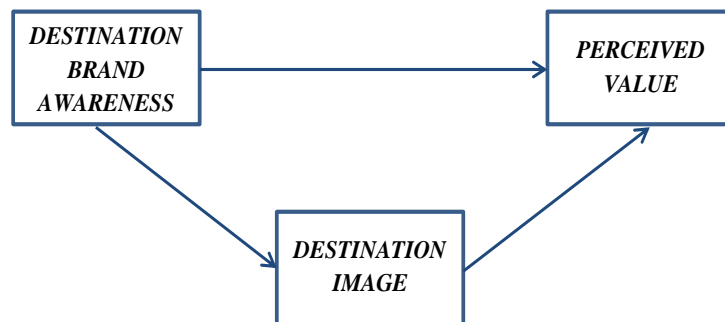
Generally, a brand image is a set of different associations related to the brand that the consumer holds in memory (Huang & Cai, 2015). Destination image plays an important role in the decision-making process related to tourism buying (Nicoletta & Servidio, 2012). Previous research supports a positive relationship between brand image and perceived value (Cretu & Brodie, 2007). Boo et al. (2009) found that there is a significant positive relationship between the destination's brand image and the destination's perceived brand value to visitors.

The effect of destination brand awareness on perceived value is mediated by destination image

The results of research by Kaushal et al (2019) found that the destination image variable plays as a mediating variable on the influence of destination brand awareness on perceived value. Tourists' knowledge of a tourist destination will create a good destination image and will greatly affect the perception of value possessed by the tourist attraction. The better the knowledge of the destination, the higher the perception of value possessed.

CONCEPTUAL FRAMEWORK

Based on the theoretical studies and hypotheses developed, the conceptual framework of research can be formulated in the conceptual framework of the research below:



Picture. 1: Conceptual Framework

METHODS

The research design used is quantitative research. According to Sugiyono (2018) "Quantitative research is a research method based on reality/symptoms/phenomena that are classified as relatively fixed, concrete, observed, measurable, and symptoms are causal. In this study, what will be used as a research population is tourists who have visited Gandoriah Beach tourist attractions. In this study, researchers chose a purposive sampling technique and determined a minimum number of samples of 110 samples. The data in the study was tested using the SEM method using Smart-PLS software.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity tests are carried out to determine the ability of research instruments to measure what should be measured. While the reliability test is used to measure the consistency of measuring instruments in

measuring a concept or can also be used to measure the consistency of respondents in answering question items in questionnaires or research instruments.

Table 1. Validity and Reliability Test

	Average Variance Extracted	Cronbach's Alpha	Composite Reliability
Destination Image	0.731	0.877	0.916
Destination Brand Awareness	0.736	0.881	0.918
Perceived Value	0.739	0.823	0.895

Source: Primary data processed 2023

Based on the results of the study, it can be seen that the data collected in the distribution of questionnaires to respondents have met the criteria of validity and reliability. Because the AVE value is greater than 0.5, then the value of Cronbach's Alpha and Composite Reliability is also greater than 0.7.

Inner Model Measurement

The structural model was evaluated using R-square for the dependent construct of the t test as well as the significance of the structural path parameter coefficient. In assessing a model with PLS it begins by looking at the R-square for each dependent latent variable. The following are the results of the R-square estimate using SmartPLS.

Table 2. R-square Analysis Results

	R Square	R Square Adjusted
Destination Image	0.815	0.813
Perceived Value	0.667	0.661

Source: Primary data processed 2023

The R-square value of the perceived value variable was obtained by 0.667 where this result shows that 66.7% of the perceived value variable can be influenced by the destination brand awareness and destination image variables. As for the destination image variable obtained by 0.815, this result shows that 81.5% of the destination image variable can be influenced by the destination brand awareness variable.

HYPOTHESIS TESTING

Direct Influence Hypothesis

Table 3. Direct Influence Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Destination Image -> Perceived Value	0.288	2.058	0.040
Destination Brand Awareness -> Destination Image	0.903	46.143	0.000
Destination Brand Awareness -> Perceived Value	0.547	3.897	0.000

Source: Results of SmartPLS3 processing

Indirect Influence Hypothesis

Table 4. Calculation of the Coefficient of Indirect Variables

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Destination Brand Awareness -> Destination Image -> Perceived Value	0.260	2.055	0.040

Source: Results of SmartPLS3 processing

DISCUSSION

The effect of destination brand awareness on perceived value

The results of the first hypothesis test showed that the destination brand awareness variable against perceived value showed a t-count value of 3,897. These results mean that there is a significant influence between destination brand awareness and perceived value. The value of the path coefficient of 0.547 means that if the level of destination brand awareness increases, it will have an impact on increasing the perceived value variable, and vice versa, if destination brand awareness decreases, it will have an impact on decreasing the level of perceived value. The results of this study are in line with the results of the research of Liu et al. (2015); Horng et al., (2012) and the research of Oh (2000).

The relationship of destination brand awareness to destination image

The results of the second hypothesis test showed that the destination brand awareness variable for destination images showed a t-count value of 46,143. These results mean that there is a significant influence between destination brand awareness and destination image. The value of the path coefficient is 0.903, this result means that if the level of destination brand awareness increases, it will have an effect on increasing the destination image. Vice versa, if the level of destination brand awareness owned is low, then the level of destination image in tourists will also be as low. The results of this study were supported by research conducted by Huang and Sarigöllü (2011) and the results of research conducted by Liu et al., (2015).

The effect of destination image on perceived value

The results of the third hypothesis test showed that the destination image variable against the perceived value showed a calculated t value of 2,058. This result means that there is a significant influence between destination image and perceived value. With a path coefficient value of 0.288, which means that based on these results, it can be concluded that the high level of destination image owned by tourists towards Gandoriah Beach, it will affect the increase in perceived value. Vice versa, if the destination image is low, the level of perceived value will also be lower. The results of this study are in line with research conducted by Huang and Cai, (2015); Nicoletta & Servidio (2012); Cretu & Brodie (2007) and Boo et al. (2009).

The effect of destination brand awareness on perceived value is mediated by destination image

Based on the results of the calculation of indirect influence (mediation), a t-statistical value of 2,055 was obtained, with an original sample value of 0.260. This result explains that the destination image variable mmapu mediates the influence between destination brand awareness on perceived value in Gandoriah Beach tourists. This means that the destination image variable is able to provide additional influence of the destination brand awareness variable on the perceived value variable. The results of this study are supported by the results of a study conducted by Kaushal et al (2019) which found that the destination image variable plays as a mediating variable on the influence of destination brand awareness on perceived value.

CONCLUSION

1. There is a significant positive influence between the variables of destination brand awareness on perceived value in tourists of Gandoriah Pariaman Beach. This can be concluded that if the level of destination brand awareness owned is higher, it will have an impact on the high level of perceived value owned by tourists.
2. There is a significant positive influence between the variables of destination brand awareness on destination image in tourists of Gandoriah Pariaman Beach. It can be concluded that if the destination brand awareness owned by the higher, it will have an impact on the high level of tourist destination image.

3. There is a positive significant influence between destination image variables and perceived value in tourists of Gandoriah Pariaman Beach. It can be concluded that if the destination image owned by tourists is higher, it will have an impact on the high level of perceived value of tourists.
4. There is a significant influence between destination brand awareness and perceived value through destination image on tourists of Gandoriah Pariaman Beach. So it can be concluded that the destination brand awareness owned by tourists can influence the level of perceived value mediated by the destination image variable.

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