PLACE BRANDING APPROACH AND THE IMPLICATION FOR THE DECISION TO VISIT TOURISM DESTINATIONS IN LENGKUAS ISLAND

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Abstract

This study aims to find out about the Place branding approach to optimize the image of Belitung Regency and its implications for the decision to visit tourist destinations on the Lengkuas Island. The object of this research is the tourists who visit the tourist destinations of the Belitung Regency. The research method uses descriptive and verification. Sources of data used are primary and secondary. The research sample was 100 people, using the Proportional Sampling technique. Data collection techniques are carried out through questionnaires, interviews, and literature studies. To measure the value of the Place branding approach to optimize the image of the Belitung Regency and its implications for the decision to visit the tourist destination of Lengkuas Island.

1. Introduction

The implementation of regional development is an integral part of national development, directed at developing regions and harmonizing the growth rate between areas in Indonesia. Provincial Governments must be able to explore the potential of their respective regions. This is a challenge for every local government. The autonomy granted to regencies and cities is intended to give the regional governments the broadest, accurate, and responsible authority to explore their sources of regional income. The tourism sector is an activity that has a strategic role in supporting regional and national economic development, namely as a foreign exchange earner, equalizing and increasing employment and income opportunities, strengthening unity and integrity, and introducing national culture. Until now, the Indonesian tourism sector has become one of the most significant contributors to regional income throughout the archipelago. There has been a shift in international tourist destinations from developed countries to countries in Asia. This is an excellent opportunity to create Indonesian tourism and is proven by the ranking of tourism and economics in the Asian region. To develop this sector, the government is trying hard to make plans and various policies that support the progress of this sector.

The kemenparekraf.go.id website states that there are 10 priority tourism destinations in Indonesia, namely: West Nusa Tenggara, North Maluku, Bangka Belitung, North Sumatra, Southeast Sulawesi, Central Java, DKI Jakarta, Banten,East Java, East Nusa Tenggara. Around 59% of tourists visit Indonesia for leisure purposes, while 38% for business purposes. Bangka Belitung is one of the most popular tourist destinations. This area on the island of Sumatra is getting more and more famous thanks to the Laskar Pelangi film, which tells about the beauty of the site in Belitung. One of the mainstays of Belitung tourism is its beaches. Beaches with clear blue sea water and calm waves are the main attraction for beaches in Belitung. On the edge of the beach, many large rocks are smoothly scattered irregularly, which becomes a fantastic sight.

The distance from the beach which is not so far from the airport, makes Lengkuas Beach quite crowded with domestic and foreign tourists. This can be seen with the density of coastal tourism, especially on weekends or school holidays.The tourism sector has the potential to increase PAD. But the problem, according to Damanik and Weber (2006:36), is that many regions have ambitions to make tourism one of the mainstay sectors. Still they do not have a clear understanding and adequate ability to develop their tourism. What products are designed, why is that, and how are they produced? All of them are still significant problems that must be overcome by almost all regions, including Belitung Regency.

In addition to contributing to PAD, tourism is also an absolute human need, both for people who travel (tourists) and communities around tourist destinations. Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions stayed for a temporary period (Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism). Tourists need to be satisfied

with their desires, while the people around the location hope to get positive implications by increasing income to support their economy.

Along with the rapid development of information technology, making it easier for consumers to understand and have many alternatives or choices for a product, including tourist destinations. Consumers demand that not only their needs must be met, but their desires as well. Based on this, the organization is required to be able to meet and satisfy consumer desires, exceeding its competitors. This is in line with the opinion of Alma (2009:102) "The decision to buy someone whose origin is influenced by the environment, culture, family, and so on, will form an attitude in the individual, then make a purchase."

Tourists have a central role as decision-makers to visit a particular tourist destination. The decision to visit itself has something to do with purchasing decisions because before someone decides to visit a place, it means that the person concerned has made a purchase decision to enjoy all the facilities of that place. The number of visitors to tourist destinations in the Belitung Regency tends to decrease every year, and this could be due to many visitors who do not know about tourist destinations in Belitung Regency. Through the place branding approach, Belitung Regency's PAD sourced from the tourism sector is expected to contribute maximally to regional development. In addition, the image of the Belitung Regency as a tourism destination is expected to increase and increase tourist decisions to visit Belitung Regency. The data on tourist visits to tourist destinations in Belitung Regency in 2018-2020 can be seen in the following table:

Table 1. Number of Tourist Visits to Belitung Regency Destinations

No	Month	Foreign	Domestic	Total
1	January	2718	21934	24652
2	February	2013	20657	22670
3	March	1025	15004	16029
4	April	30	599	629
5	May	1	714	715
6	June	1	1429	1430
7	July	10	4685	4695
8	August	101	8475	8576
9	September	52	9483	9535
10	October	62	13464	13526
11	November	34	13450	13484
12	December	233	16935	17168
	Total 2020	6280	126829	133109
	2019	19063	329091	38154
	2018	14681	452890	467571

Source: Department of Tourism of Belitung Regency, 2021

This table shows that there is a decline in the number of tourists in 2020. The decision to visit or invest in a place is based on confidence and trust because consumers buy something intangible. In this situation, image and reputation are very influential in relocation, investment, or travel decisions. This is the customer's image and trust in his experience with respect to the place, which is the real product

that the customer is buying. Yoeti (2008:123) states that "The image of a place needs to be improved considering it is a determining factor in the demand for the tourism industry, in addition to other factors such as ease of visiting and information and services before visiting. Allegations of image problems that cause people's visits to most tourist destinations in Belitung Regency to be relatively declining need to be addressed through place branding. This effort is expected to improve the relative image of Belitung as a tourism destination.

Based on the above background, is the author interested in conducting research with the title? *Place branding approach* as an effort to optimize the image of Belitung Regency and its implications for the decision to visit tourist destinations on the Lengkuas island.

2. Literature Review

A visitor is a traveler taking a trip to a main destination outside his/her ususal environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (Yu et al, 2012). Definition of visitor includes:

(1) People who stay in hotels, motels, resort, or campgorunds;
(2) People who visit friends or relatives;
(3) People who visit while just passing through going somewhere else;
(4) People who are on a day trip (do not stay overnight); and
(5) An 'all other category of people on boats, who sleep in a vehicle of some sort, or who otherwise do not fit above

Davidson (2012) states that tourism can be viewed as:
(1) A social phenomenon, not a production activity;
(2) The sum of the expenditures of all travelers or visitors for all purpose, not the receipt of a select group of similar establishments;
(3) An experience or process, not a product

Govers and Go (2009:13) state that Place Branding is a marketing activity:
(1) which supports the creation of names, symbols, logos, wordmark or other graphics, both for identifying and differentiating purposes,
(2) that conveys the promise of a uniquely memorable travel experience related to the destination, and
(3) which serves to consolidate and reinforce pleasant memories of the destination experience, all with the aim of creating an image that influences consumers' decisions to visit the destination. Considering that this study aims to review the place marketing activities implemented by the Belitung Regency Government in terms of tourist perceptions, so as to improve the image as a tourism destination and its implications for people's decisions to visit these destinations.

Anholt (Kavaratzis, 2010:44) provides a framework for evaluating the effectiveness of a place brand called the City Brand Hexagon, as well as a tool that primarily helps branding efforts. The evaluation components are as follows:

The Presence: This component refers to the international status of a city and how much people know the city.
The Place: This component refers to the physical aspects, such as how beautiful and pleasant the city is.
The Potential: This component refers to the city's opportunities to offer various activities, such as economic or educational activities.
The Pulse: This component shows how much people are interested in the city.
The People: This component tests the local population in terms of openness, friendliness, as well as security issues in the city.
The Prerequisites: This component relates to the basic quality of the city, the standard and cost of accommodation, as well as public convenience.

The image theory used is according to Sukatendel quoted by Ardianto (2011:62) which states that the image needs to be created intentionally so that it has a positive value in accordance with the potential possessed by a place or destination. This is in accordance with the formulation of the research problem, namely improving the image of Pangandaran Regency as a tourism destination.

Harrison (2005:71) states that the perception that can shape public opinion to build a positive product image is important. There are four components that can form an image, namely:

Personality: is a combination of the characteristics of a destination product that is known and accepted by the public. Destination personality is the overall characteristics of a destination that is understood by the environment outside the destination, for example a trustworthy destination, as well as a destination that cares about the environment and health.

Reputation: is what the public believes based on their own or other people's experiences with the destination's products or services.

Values: are the values of the products issued by the destination. The values or ethics of a destination affect the reputation of the destination itself. The values adopted by a destination are what are the standards or benchmarks, namely the culture of the destination.

Destination Identity: is an identity that is expressed in the form of logos, symbols, packaging, and other ceremonials contained in the physical product, so that consumer recognition of the destination product and the destination itself can be formed quickly.

Free time, money, facilities and infrastructure are potential tourism demands that must be transformed into real demand, namely tourism decision making (Freyer and Mundt, as quoted by Damanik and Weber, 2006:5). Cleverdon (Damanik and Helmut, 2006:6) states that the decision-making itself is very dependent on: the

destination area, mode of travel, time and cost, travel organizers, and service sources.

3. Research Methods

The research method uses descriptive and verification. Sources of data used are primary and secondary. The research sample was 100 people, using the Proportional Sampling technique. Data collection techniques are carried out through questionnaires, interviews, and literature studies.

The implementation of research is always related to the object being studied, both in the form of humans, events and symptoms that occur in the environment under study. The method in this study was carried out in four stages as follows: preparation, Implementation, writing report, and publication stage

The data analysis used in this research is path analysis. According to Kusnendi (2008:147), the path analysis model analyzed is a causal relationship with the aim of knowing the direct and indirect effects of a set of causal variables on the effect variables.

4. Results

The Influence of Place Branding on Regency Image According to Tourists Who Visit Lengkuas Island Tourism Destinations
The path coefficient value based on the estimate of the place branding variable on the district image was processed using SPSS 21.0 software and obtained the following results:

Table 2
Structure Correlation Coefficient 1

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	22,352	4,350		5,139	0.040
Total Place Branding	,368	0.053	,572	6,904	,000
Dependent Variable: Citra					

Source: Primary Data, processed, 2021

Based on the table above, it can be seen that the Place Branding variable (X) shows that tcount (5.139) > ttable (1.984), it can be interpreted that Place Branding (X) has a significant effect on Regency Image (Y).

Table 3
Coefficient of Determination Test (R2) Path 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,572a	,327	,320	3,950
a. Predictors: (Constant), PB				

The amount of R square contained in the table is 0.327. This shows that the contribution or contribution of the influence of the variable X on Y is 32.7% while the rest is a contribution from other variables not included in the study. While the value of e1 can be found with the formula $e1 = \sqrt{(1-0,196)}\sqrt{(1-0,196)} = 0.820$.

Once the residual coefficients are obtained, the path equation becomes:

Regency Image = 0,572 Place Branding + 0,820€1

Hypothesis testing on the effect of place branding on the image of the district according to tourists who visit tourist destinations on the island of Lengkuas shows that place branding has a direct and significant effect on the image of the district according to tourists who visit tourist destinations on the island of Lengkuas. So the place branding created by the local government is able to create the image of the district so that it has an impact on the development of tourism in the area.

Place branding and the image of the district on the decision to visit

The value of the path coefficient based on the estimate of place branding and district image variables on the decision to visit can be seen in the table below:

Table 4
Structure Correlation Coefficient 2

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,912	3.107		.937	.351
	Place Branding	.119	.041	.315	2,899	.005
	Image	.131	.064	.222	2,044	.044

Based on the table above, it can be seen that the place branding variable shows that tcount (2.899) > ttable (1.984), it can be interpreted that place branding has a significant effect on visiting decisions. While the district image variable shows that tcount (2.044) > ttable (1.984), it can be interpreted that the image of the district has a significant effect on visiting decisions.

The path coefficients obtained based on the processing results in table 4.36 are ZX = 0.315, ZY= 0.222.

The path analysis equation formed is as follows:

$$Z = ZX + \rho ZY + Y\text{€}2$$
$$Z = 0.315X + 0.222Y + \rho Y\text{€}2$$

Table 5. Coefficient of Determination Test (R2) Path 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,478a	,229	,213	2,504
a. Predictors: (Constant), C, PB				

Source: Primary Data, processed, 2021

The amount of R square contained in the table is 0.229. This shows that the contribution or contribution of the influence of district image and place branding variables on visiting decisions is 29.9% while the rest is a contribution from other variables not included in the study. To find the residual coefficient is by the formula:

$$\text{€} = \sqrt{1{,}00 - R^2}$$

So, the residual coefficient is $\sqrt{(1 - 0{,}299)}\sqrt{(1 - 0{,}299)} = 0.837$.

Once the residual coefficients are obtained, the path equation becomes:

Visiting Decision = 0.315 Place branding + 0.837$\rho Y\text{€}2$
Visiting Decision = 0.222 Image + 0.837$\rho Y\text{€}2$
Decision to Visit = 0.315 Place Branding + 0.222

***Place branding* and district image simultaneously on the decision to visit**
In determining the effect of the research variables as a whole, the path coefficient value is obtained from the sum of all exogenous variables to endogenous variables. The path coefficient value based on the estimate of place branding and district image variables simultaneously on the decision to visit is processed using SPSS 21.0 software.

Table 6. F. Test Results

|	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.537	2	90.269	14.394	,000b
	Residual	608,303	97	6,271		
	Total	788,840	99			
a. Dependent Variable: KM						
b. Predictors: (Constant), C, PB						

Source: Primary Data, processed, 2021

Based on the table above, the results of the F test can be seen that the significance is smaller than = 0.05, which is 0.000 so it can be concluded that Ha is supported and Ho is rejected. In addition, it can use table F, namely by comparing Ftable and Fcount. It is known that Fcount 14,394 and Ftable 2,695 with the decision rule Fcount> Ftable, then the hypothesis is supported, namely place branding and district image simultaneously affect the decision to visit.

Based on the path coefficients shown by the path diagram output. The overall path coefficient values for variables can be seen in the image below:

Figure 1
Analysis of Structure 1 and Structure 2

Source: Primary Data, processed, 2021
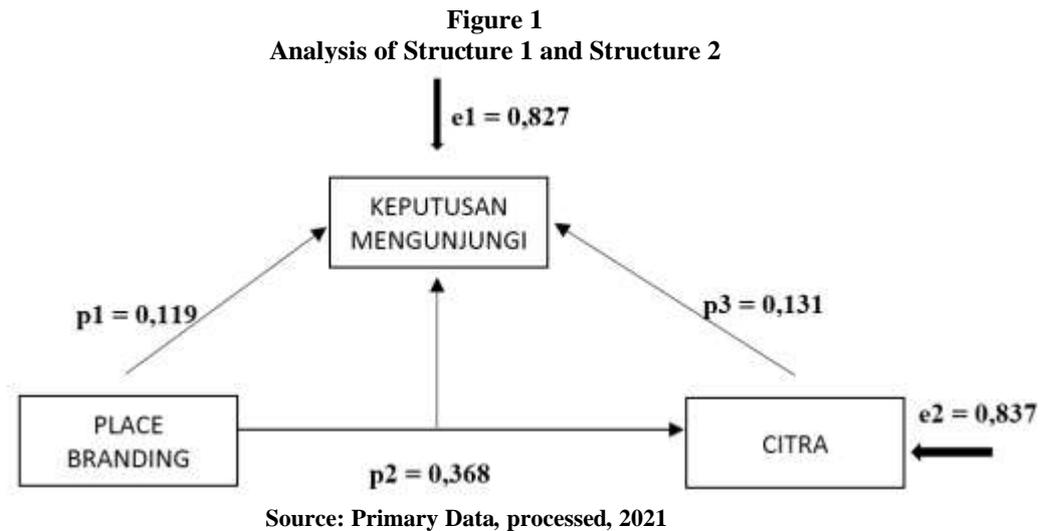
Based on the diagram above, we can see that there are path analysis equations, which are as follows:The place branding variable (X) is an exogenous variable that has a collaborative relationship with the district image intermediary variable (Y) influencing the endogenous variable of visiting decisions (Z).

Influence Calculation
Calculation of Effect on Structure I
The direct and indirect effect of the place branding variable (X) on the image variable (Y).
The following table shows the direct and indirect influence of place branding (X) on the image (Y):

Table 7.
Direct and Indirect Effects of Place Branding (X) on Image (Y)

Variable	Influence Direct	Influence Indirect Via Z	Total Influence Direct	Total Influence Indirect	Total Influence Direct& Indirect
Place Branding	(0.368)2= **0.135424**	0	**0.135424**	0	0.135424+ 0 = **0.135424**

Source: Primary Data, processed, 2021

From the table above, it can be seen that the direct influence of place branding (X) on the image of the district (Y) is 0.135426 or 13.5424%.

Calculation of Effect on Structure II

The direct and indirect effect of the district image variable (Y) on the visiting decision variable (Z).

The following table shows the direct and indirect influence of district image (Y) on the decision to visit (Z):

Table 8.
Direct and Indirect Effects of Regency Image (Y) on Visiting Decisions (Z)

Variable	Influence Direct	Influence Indirect Via X	Total Influence Direct	Total Influence Indirect	Total Influence Direct& Indirect
Image	(0.131)2= **0.017161**	0	**0.017161**	0	0.017161+ 0 = **0.017161**

Source: Primary Data, processed, 2021

From the table above, it can be seen that the direct influence of district image (Y) on the decision to visit (Z) is 0.01761 or 1.7161%.

Table 9.
Direct and Indirect Effects of Place Branding (X) through Image (Y) on Visiting Decisions (Z)

Variable	Influence Direct	Influence Indirect Via Y	Influence Indirect Via Z	Total Influence Direct	Total Influence Indirect	Total Influence Direct& Indirect
Place Branding	(0.119)2= **0.014161**	(0.368)2= **0.135424**	0	**0.014161**	**0.135424**	**0.014161**+ **0.135424**= **0.149585**

Source: Primary Data, processed, 2021

From the table above, it can be seen that the direct influence of place branding (X) on the decision to visit (Z) is 0.014161 or 1.4161%, the indirect effect through the image of the district (Y) is 0.135424 or 13,5424%. So that the total influence given by the place branding variable (X) through the image of the district (Y) is 0.149585 or 14.9585% on the decision to visit (Z).

5. Conclusion and Suggestion
Conclusion

The conclusions from this study include:

a. An overview of place branding by tourists who visit Lengkuas Island tourist destinationsshows that the place branding has a very high category value where the perception dimension contributes the most.

b. The image of the district according to tourists who visit Lengkuas Island tourist destinations are: The image of the district formed by the Belitung

regional government has been very good in supporting the improvement of the regional tourism sector.

c. An overview of visiting decisions Tourists visiting Lengkuas Island tourist destinations.the decision to visit has a value with a high category with the dimensions of the mode of travel that have the greatest influence on the decision to visit tourist destinations on the island of Lengkuas.

d. The influence of place branding on the decision to visit Lengkuas Island tourist destinations by touristsshows that place branding has a direct and significant effect on decisions to visit tourist destinations on the island of Lengkuas.

e. The influence of the district's image on the decision to visit Lengkuas Island tourist destinations by tourists shows that: the image of the district has a direct and significant effect on the decision to visit tourist destinations on the island of Lengkuas.

f. The influence of place branding on the image of the district according to tourists visiting Lengkuas Island tourist destinationsshows that place branding has a direct and significant effect on the district's image.

g. The influence of place branding and the image of Belitung Regency simultaneously on the decision to visit Lengkuas Island tourist destinations, the results show that: district image is able to be a variable that mediates between place branding on the decision to visit tourist destinations on the island of Lengkuas.

Suggestion

The suggestion for further research is that researchers can add other variables that can influence visiting decisions such as promotion, facilities and location. The number of populations can also be added in order to obtain even better results.

6. Acknowledgment

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