

DOES CITY BRAND EQUITY HAVE ANY IMPACTS IN TOURISM WORLD? A CASE STUDY OF BANDUNG CITY – INDONESIA AS A TOURISM DESTINATION

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INTRODUCTION

In today's world of tourism when people can go travelling easily because of many low cost carriers, city branding becomes a crucial point to be considered in the need of elevating city's position among the other competitors as it can attract more tourists. Bandung is the capital city of West Java – Indonesia, which tourism has become very phenomenal as it has been increasing time to time (bandung.go.id). Bandung city is true to have so many potentials such as in culinary, fashion, beautiful mountains, heritage buildings, etc – which are very good, since anything special in a city might attract tourists (Hospers, cited in Dinnie, 2011). But then, it's been a huge question if there is any urgency to brand Bandung and differentiate it from others in the purpose of gaining competitive brand value – as the theory of place branding (Ashworth, 2009; cited in Dinnie, 2011) which is more complex than branding products and services (Freire, 2005; cited in Dinnie 2011). Yet, it is a difficult task to do since images associated with a city are intangible and abstract (Dinnie, 2011). Additionally, even though cities have several different target audiences, the core brand stance must be consistent – One city, one brand (Dinnie, 2011). So that this research will measure CBBETD of Bandung city as tourism destination from the tourists' perspective and whether the results have any significant impacts toward Bandung tourism and also toward future development of Bandung city branding.

LITERATURE REVIEW

Place, destination, and city as a brand

Place branding is defined as “the practice of applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural developments of cities, religions, and countries” (Anholt, 2004; cited in Kerr, 2006, p. 278; cited in Koenig, 2011). As the definition of city brand as ‘the unique multidimensional blend of elements that provide the city with culturally grounded differentiation and relevance for all of its target audiences’ (Dinnie, 2011), a city as tourism destination should also increase its value based on a balanced tourism infrastructure for any activities (Dinnie, 2011) and in the purpose of building stronger touristic image, cities should start building images (Hospers, 2009; cited in Dinnie, 2011). In city branding, there is also a topic area toward food culture that it has become a political tool ‘to create new business at the intersection between food and tourism and the experience of a particular place’ (Long, 2004; Trubek, 2008; cited in Tellstrom, 2005; cited in Dinnie, 2011) such as the case of Provence, Tuscany, California, and South Africa (Hall et al. 2003; Wolf 2006; cited in Tellstrom, 2005; cited in Dinnie, 2011) and also Sweden with its ‘Sweden – Land of Food’ in 2008 where the government aims to enhance tourists’ experience and to stimulate food tourism (Tellsrom, 2005; cited in Dinnie, 2011). It is enhanced by the argument that tourists are actually open to the idea of eating foods from the food culture they associate the region with – that this can help tourist destination development (Tellsrom, 2005; cited in Dinnie, 2011).

CBBE and CBBETD

Brand equity is defined as “the set of brand assets and liabilities linked to the brand - its name and symbols - that add value to, or subtract value from, a product or service” (Aaker, 1991). Toward measuring customers’ evaluation, this study will use the concept of CBBE which is defined “as the differential effect that brand knowledge has on consumer response to the marketing of that brand” (Keller, 1998 : 45 ; cited in Konecnik, 2010) by following the claim of some researchers (Aaker, 1991 ; Yoo and Donthu, 2001; cited in Konecnik, 2010) that customers’ evaluation of a brand consists of awareness, image, quality, and loyalty dimension (Konecnik, 2010). Moreover, toward the current study for tourism, extended concept of CBBE – which is Customer- Based Brand Equity for A Destination (Konecnik & Gartner, 2006) and Customer-Based Brand Equity for A Tourism Destination (CBBETD), is applied as it was introduced by Konecnik (2010) which combined many dimensions and also Mok Kim Man (2010).

Hypothesis

- H1 : Tourists have a good overall awareness of Bandung as tourism destination
- H2 : Tourists have a good overall image of Bandung as tourism destination

- H3 : Tourists will evaluate Bandung's overall quality as good
H4 : Bandung has high level of tourists' loyalty

METHODOLOGY

In research design, there were several steps explained in conducting the research. First was observation toward places all around Bandung that is potential toward attracting tourists. Second was reading previous research about CBBETD (Konecnik, 2010; Mok Kim Man, 2010). Third was survey with quantitative approach that questionnaire was made in form of likert scale measurement 1 to 5 based on observation and previous research. The population of the research conducted to tourists who have already been to Bandung domestically and internationally. This research is non probability sampling and uses judgment sampling in choosing the respondents. The questionnaires were spread in two ways, hardcopy (250 questionnaires) and online internet (214 questionnaires). The total questionnaires were spread to 464 respondents but the valid feedbacks only 400 questionnaires. In addition, this research also using the concept of factor analysis to find a relationship between the measures in purpose to reduce them into groups of factors according to the tourists' level of loyalty in the terms of how many times have they been to Bandung.

RESULTS AND DISCUSSIONS

Respondents' Profile

After gathering 400 respondents of domestic and international tourists, we can describe the socio-demographic of the respondents' profile. The portion of male and female is almost the same – 208 (52%) female and 192 (48%) male which 256 (64%) of them were 18-24 years old, 99 (24.75%) were 25-34 years old and the rest is above 35-44 years old. It is also found out that 232 (58%) of the respondents were students or scholar, 98 (24.5%) employed, 49 (12.25%) self-employed, 19 (4.75%) housewives and 2 (0.5%) retired, that most of their origin were from West Indonesia by 343 (85.75%), Asia other than Indonesia by 22 (5.50%), and Middle Indonesia by 20 (5%). Moreover, 223 (55.75%) of the respondents have already been to Bandung the same or more than 5 times, 78 (19.5%) 2-3 times, and 76 (19%) only 1 time that 238 (59.5%) of them usually visit Bandung anytime they want, 86 (21.5%) in low season and 76 (19%) in high season. It is also found out that 285 (71.25%) of the respondents usually organize their visit individually and that 180 (45%) of them usually visit Bandung with their family and 131 (32.75%) with their friends.

CBBETD Awareness Analysis for Bandung as Tourism Destination

Respondents' awareness of Bandung as tourism destination is actually quite high that we can see from [table 1](#), most of the respondents can easily recognize Bandung as a tourism destination. But unfortunately, the respondents tend to be unsure toward the symbol or logo of Bandung as tourism destination which become the only problem. Moreover, factor analysis was conducted since the results of using KMO (Kaiser, Meyer, Olkin) measures at 0.733 – above 0.5 and Barlett's test below 0.05 – which is significant. CBBETD awareness measures can be grouped into two factors which the first one which is called as early awareness and the second one which is called as late awareness.

Measures	Mean	Factor Loading	
		1	2
I have heard of Bandung	4.61	0.687	
I can recognize Bandung name among other destinations	4.26	0.364	
Some characteristics of Bandung come quickly to my mind	4.04		0.817
I can picture Bandung in my mind	3.96		0.842
I can recall the symbol or logo of Bandung as a tourism destination	3.40		0.603
% Variance extracted		54.39	20.94

CBBETD Image Dimension Analysis for Bandung as Tourism Destination

Bandung actually has good overall image as a tourism destination since most of the measures' mean at [table 2](#) are above 3.50 in the scale of 5 such as delicious culinary and good shopping facilities, except the political stability interesting museum and availability of international flights. Other than that, factor analysis was conducted because the KMO value is 0.838 and that

the Barlett's test also significant. There are four groups of measures resulted from factor analysis but three of the groups contain measures that can be ignored because the value is below 0.4. So that toward the case of Bandung, there is only one group of measures lasts which is called the ambience since the most influencing measures are the atmosphere and weather. But in the end, in the terms of ambience for the case of Bandung, culinary and shopping facilities are crucial to be included as part of enhancing the other measures in the group.

Measures	Mean	Factor Loading			
		1	2	3	4
Beautiful nature	3.85	- 0.172			
Beautiful mountains and scenery / landscape	3.91	- 0.140			
Friendly people	3.89	- 0.262			
Beautiful Dutch architecture	3.64		- 0.154		
Beautiful and comfortable resorts & hotels	3.70		- 0.180		
Good nightlife and entertainment	3.68		- 0.171		
Good opportunities for recreation activities	3.90		- 0.070		
Interesting cultural attractions	3.53			- 0.356	
Interesting events	3.57			- 0.296	
Political stability	3.24			0.075	
Interesting museums	3.21			- 0.422	
Availability of international flights	3.06			- 0.157	
Pleasant weather	3.91				0.488
Good shopping facilities	4.01				0.367
Relaxing atmosphere	3.94				0.506
Exciting atmosphere	3.83				0.572
Delicious culinary	4.24				0.371
% Variance extracted		6.33	8.02	9.97	29.69

CBBETD Quality Dimension Analysis for Bandung as Tourism Destination

From table 3, the results of overall quality are not good enough such as high level of cleanliness, unpolluted environment, high quality infrastructure, and high level of personal safety. But, there are still some good perspectives toward some measures that the highest rank of quality measures is appealing local food. In the other hand, factor analysis was conducted that the KMO result is 0.861 and the Barlett's test is significant. We can see that there are two groups of measures from the rotated component matrix. The first group contains measures that are below 0.4 which can be ignored while the second group which is called as best qualities of Bandung contains measures above 0.4 that all of the measures are influential toward the case of Bandung.

Measures	Mean	Factor Loading	
		1	2
Unpolluted environment	2.92	- 0.536	
High quality of accommodation	3.30	- 0.377	
High quality of infrastructure	3.07	- 0.450	
High level of cleanliness	2.86	- 0.558	
High level of personal safety	3.09	- 0.269	
Appealing local food (cuisine)	3.91		0.470
Low price for tourism services	3.43		0.567
High quality of services	3.34		0.695
Ease of communication (low problems)	3.57		0.557
Good value for money	3.52		0.641
Ease of gathering information	3.56		0.636
Ease of visit access	3.63		0.667
% Variance Extracted		16.34	38.94

CBBETD Loyalty Dimension Analysis for Bandung as Tourism Destination

Measures	Mean	Factor Loading	
		1	2
Bandung is one of the preferred destinations I want to visit	3.92	0.789	
I would like to visit Bandung in the future	4.07	0.720	
I intend to recommend Bandung to people I know	3.80	0.755	
I intend to continue visiting Bandung in the future	3.74	0.707	
Bandung provides more benefits than other similar Southeast Asia destinations	3.19		0.357
When I have a need to vacation / travel abroad, I only visit Bandung	2.71		0.663
I have grown to like Bandung more than other destinations	3.10		0.339
% Variance extracted		51.36	17.05

In the loyalty dimension for Bandung as tourism destination, most of the respondents stated that Bandung is one of the preferred destinations they want to visit, also in the future, and recommend Bandung to people they know, even though they tend to feel Bandung does not really provide more benefits than other similar Southeast Asian destinations, not really grown to like Bandung more than other destination and not only visit Bandung when they need a vacation or travel abroad. In addition, factor analysis was conducted since the KMO is 0.801 – above 0.5 and the Barlett’s test is significant. There are two groups – the first is called as the early loyalty that all of the measures are influencing the group and the second is called late loyalty where visit Bandung is the only measure that influencing the group that the others can be ignored – values below 0.4.

CONCLUSION AND RECOMMENDATION

Bandung CBBETD actually shows not a really good overall value that there is quite high awareness level but then it needs some improvement toward the symbol or logo which can describe Bandung City as tourism destination. Tourists actually also have good overall image of Bandung city which the highest ones are delicious culinary and shopping facilities. But unfortunately, the overall quality of Bandung is not good enough even though the loyalty of the tourists is quite high. Additionally, Bandung actually has so many potentials that will enrich the brand equity if improvements toward various aspects are managed well by the entire stakeholders, even though actually the-not-really-good CBBETD of Bandung doesn’t really have any impacts in attracting tourists since the fact that it is increasing time to time. Toward further research, it’s best to develop more deep study on factors that need improvements toward Bandung city as tourism destination to reach better CBBETD since it might increase the brand value and also might help in the development of Bandung ‘right’ city brand.

References available upon request.