

DESCRIPTIVE ANALYSIS: *BRAND IMAGE*, TOURIST EXPERIENCE, DESTINATION QUALITY, *BRAND LOVE*, AND TOURISTS' REVISIT INTENTION TO BALI

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Abstract: The purpose of this study is to present a comprehensive review of brand image, tourist experience, destination quality, brand love, and intention to revisit among tourists in Bali. The study's population comprises individuals classified as domestic tourists who have engaged in travel to Bali. A purposive selection strategy was used to select a sample size of 200 tourists for the study. Descriptive analysis was used in this study. The findings of the study indicate that the brand image of Bali, as seen by tourists, is highly favourable. Similarly, tourists report a very good experience, expressing a strong affinity for Bali and a strong intention to revisit the destination. Hence, it is important for tourism company managers in Bali to priorities brand image, tourist experience, and destination quality as key considerations in formulating a development strategy aimed at fostering brand loyalty towards Bali and enhancing tourists' inclination to revisit the area.

Keywords: brand image, tourist experience, destination quality, brand love, revisit intention.

1. INTRODUCTION

Bali is a prominent tourist destination in Indonesia and is renowned for its positive brand image. Bali is perceived by tourists as an aesthetically pleasing and inviting destination for tourism. The study of the brand image of a place from the perspective of tourism perceptions has been the subject of studies by prior scholars, such as Hu and Shen (2021), Ward et al. (2022), and Mohammed et al. (2022). The influence of brand image on tourists' intentions to revisit has been established in previous studies (Sukaatmadja et al., 2022; Devi & Yasa, 2021). When a destination possesses a positive brand image, it is likely to result in an increased intention among individuals to revisit that destination. This phenomenon can be attributed to the tourists' sense of comfort, which serves as a motivating factor for their potential return visits. In addition to brand image, the experiential aspects perceived by tourists also exert an influence on their intention to engage in repeat visitation. A number of prior researchers have examined the relationship between tourist experience and the intention to revisit a destination. Notable studies in this area include those undertaken by Mohammad et al. (2021), Wardana et al. (2022), Yadav et al. (2023), Zhou et al. (2023), and Kusumawati et al. (2023). The findings of the study indicate that a tourist's likelihood of revisiting a tourist site is influenced by the quality and positivity of their experience during their initial visit. Factors such as distinctive, novel, and meaningful experiences play a significant role in shaping the tourist's inclination to return. Similarly, the appeal of tourist locations, including the presence of high-quality accommodations, restaurants offering diverse and delectable cuisines, and comprehensive public amenities, serves as a motivating factor for visitors to consider revisiting (Rajaratnam et al., 2015; Kumar et al., 2022).

The foundation for cultivating brand affinity towards a tourist location and influencing return visits is comprised of three key factors: brand image, the tourist experience, and the overall quality of the destination. This study offers a comprehensive

review of the concepts of brand image, tourist experience, destination quality, brand love, and intention to return among visitors visiting Bali.

2. LITERATURE REVIEW

Brand Image

In the tourism industry, the brand image is often synonymous with the reputation of the destination as a whole. The concept of destination image refers to the compilation of perceptions and feelings of a certain location, which are formed via the assimilation and analysis of information obtained from diverse sources (Aro et al., 2018). Potential tourists are more inclined to visit areas that have a favourable reputation, and those who have had a pleasant experience are more likely to return and endorse these destinations to others. The concept of destination brand image often encompasses two key components, specifically cognitive image and affective image (Amaro et al., 2020). The cognitive image refers to the rational judgements formed by consumers through the process of logical evaluation, drawing upon their beliefs and facts regarding a certain destination. The concept of affective image pertains to the emotional evaluation that tourists form in relation to a specific tourist destination, reflecting their personal sentiments towards it. The measurement of brand image variables from destinations in Bali comprises three indicators: the perception of Bali as a beautiful destination, the perception of Bali as a safe destination, and the perception of Bali as a convenient destination.

Tourists Experience

Junaid et al. (2019) provide a definition of tourism experience as the subjective assessment and engagement (i.e., effective, cognitive, and behavioural) with events associated with tourist activities. This engagement encompasses the stages preceding the trip (such as planning and preparation), the duration of the trip itself (at the destination), and the recollection of the trip afterwards (memory). It can be inferred that memorable tourism experiences refer to the travel encounters that individuals have, which are retained as recollections of tourism activities that occur prior to, during, and subsequent to the actual trip. As stated by Amro et al. (2019), the concept of memorable tourism experiences refers to a consciously produced encounter that is derived from the overall tourist experience and has the capacity to be recollected and retained in memory subsequent to the journey. The significance of the tourist's experience lies in its potential to shape future decision-making among tourists. Amaro et al. (2020) argue that the tourist experience, particularly in the context of cultural tourism, holds valuable insights for destination managers as a quality indicator. Based on the aforementioned beliefs, it can be inferred that the tourist experience has a significant role in shaping the decision-making process of tourists when selecting a destination, as it contributes to the creation of a memorable travel experience. According to Junaid (2018), Amro et al. (2019), and Amaro et al. (2020), the post-tourist destination experience contains various aspects, including the getting a new experience, getting a meaningful experience, getting a pleasant experience, and getting a knowledge-enhancing experience.

Destination Quality

The destination under consideration exhibits qualitative features that include several dimensions of tourist attractions, including their quality and type. Every tourist site possesses inherent qualities that have the potential to captivate tourists due to their aesthetic appeal and distinctiveness. The quality of existing tourist attractions is contingent upon the calibre of service rendered at each respective tourist destination. The dimension of service quality being discussed pertains to the ability to provide a satisfactory experience to tourists who visit these specific tourist attractions. The variables used to assess the quality of a destination consist of several indicators. These indicators comprise the presence of hygienic accommodations within the tourist destination, the diversity of available tourist destinations, the friendliness of the community and residents, the accessibility of comprehensive facilities such as hospitals, markets, and other public facilities, and the availability of clean restaurants, diners, and food stalls (Tosun et al., 2015; Swanson et al., 2017).

Brand Love

According to Sandra, Langeslag, and Strien (2016), the concept of brand love is rooted in the multifaceted nature of the term "love," which can vary in meaning and interpretation among individuals. The concept of "love" involves a multitude of interpretations that vary among individuals. The interpretation of love can vary among individuals as it is influenced by their unique viewpoints. According to Kochar and Sharma (2015), love can be defined as a complex combination of emotions, cognitions, and behaviours that frequently assume a significant role within intimate relationships. Love can be conceptualised as a multifaceted phenomenon encompassing a complex interplay of emotions, cognitions, and behaviours that collectively contribute to the establishment and maintenance of intimate love connections. Emotion pertains to the

affective aspect of human experience, encompassing feelings of liking or disliking. Cognition, on the other hand, refers to the cognitive processes involved in deep recognition and understanding. Lastly, behaviour denotes the observable responses in the form of actions. These three components collectively contribute to the formation and dynamics of a love relationship. Sternberg (1986) proposed a theoretical framework known as the triangle theory of love, which posits that romantic love is comprised of three fundamental components: intimacy, passion, and commitment. Intimacy refers to the degree of emotional intimacy inside a relationship that is characterised by exclusivity. Passion refers to the intensity of romantic and sexual desire experienced within relationships. Lastly, commitment denotes the display of continuous and dedicated behaviour towards maintaining the relationship. In the present study, the measurement of the brand love variable is referred to a study by Amaro et al. (2020), which encompasses various characteristics like feeling very close, having positive emotions with a destination, always remembering, always wanting to come again, and remaining committed to always loving.

Revisit Intention

Amaro (2020) explains revisit intention as the likelihood of visitors to engage in repeated activities or return to a specific destination. The concept of intention to revisit or repurchase intention refers to a customer's inclination to engage in specific actions pertaining to future purchases (Kim and Ko, 2010). According to Cronin (1992), repurchase intention can be defined as the customer's behavioural response towards a company's products, characterised by a favourable inclination to repurchase and continue using these products.

According to Chang et al. (2018), the concept of repurchase intention pertains to the likelihood or inclination of consumers who have made an initial purchase to engage in future purchases from the same company. Repurchase intention refers to a consumer's choice to purchase a product or service from the same company again. In line with Han and Kim's (2010) findings, the intention to revisit a tourism destination pertains to an individual's preparedness or preference to make multiple visits to the same destination. This intention serves as a reliable predictor of their decision to return for subsequent visits.

3. RESEARCH METHODS

Based on the nature of the issue, this investigation is a descriptive type of research. This study offers an extensive investigation of participants' perspectives on brand image, tourist experience, destination quality, brand love, and intention to revisit. The study was carried out on a sample of domestic tourists who had previously travelled to Bali. Before conducting the research, a pilot study was conducted to assess the validity and reliability of the research instrument. This involved administering the instrument to a sample of 30 respondents. The findings from the validity and reliability assessments indicate that all indicators have correlation values beyond 0.30. Additionally, the reliability test results reveal that all variables have Cronbach's Alpha values exceeding 0.6, as displayed in Table 1. Moreover, the process of data collection was furthered through the dissemination of questionnaires to a sample size of 200 individuals who had engaged in tourism activities in Bali. Subsequently, a cohort of 200 participants was subjected to examination through the use of an analytical instrument, specifically descriptive analysis.

Table 1: Instrument Validity and Reliability Test Results

Variable / Variable Indicator	Item	r Correlation	Cronbach's Alpha
Brand image (X ₁)	X ₁		0.669
	X _{1.1}	0.720	
	X _{1.2}	0.764	
	X _{1.3}	0.843	
Tourists experience (X ₂)	X ₂		0.746
	X _{2.1}	0.634	
	X _{2.2}	0.679	
	X _{2.3}	0.791	
	X _{2.4}	0.758	
Destination quality (X ₃)	X ₃		0.890
	X _{3.1}	0.924	
	X _{3.2}	0.752	
	X _{3.3}	0.855	
	X _{3.4}	0.889	
	X _{3.5}	0.757	
Brand love (Y ₁)	Y ₁		0.749

	Y _{1,1}	0.701	
	Y _{1,2}	0.735	
	Y _{1,3}	0.768	
	Y _{1,4}	0.720	
	Y _{1,5}	0.568	
Revisit intention (Y ₂)	Y ₂		0.873
	Y _{2,1}	0.886	
	Y _{2,2}	0.916	
	Y _{2,3}	0.860	
	Y _{2,4}	0.794	

Source: processed primary data, 2023

4. RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of the respondents in this study were seen from gender, age, level of education, area of origin, and length of visit. The composition of the characteristics of the research respondents is presented in Table 2.

Table 2: Characteristics of Respondents

No	Variable	Classification	Number of people	Percentage (%)
1	Sex	Male	90	45
		Female	110	55
		Total	200	100.00
2	Age	20 - 30	45	22.5
		>30 - 40	60	30.0
		>40 - 50	45	22.5
		>50 - 60	35	17.5
		>60	15	7.5
		Total	200	100.00
3	Level of Education	Senior High School	75	37.5
		Diploma	35	17.5
		Undergraduate	75	37.5
		Postgraduate	15	7.5
		Total	200	100.00
5	Area of Origin	Jawa	115	57.5
		Sumatera	25	12.5
		Sulawesi	20	10.0
		Kalimantan	15	7.5
		Others	25	12.5
		Total	200	100.00
6	Length of Visit	1 – 3 days	75	37.5
		> 3 – 5 days	105	52.5
		>5 days	20	10.0
		Total	200	100.00

Source: processed primary data, 2023

Table 2 provides an overview of the profiles of the 200 respondents presented in general, with several characteristics including gender, age, education, area of origin, and length of visits. The characteristics of the respondents in this study can be described as follows.

The number of female respondents exceeded the number of male respondents, with 110 females and 90 males participating in the study. The age range in this study spans from 20 to 65 years and is characterised by the following distribution: 45 people aged 20–30 years, 60 people aged > 30–40 years, 45 people aged > 40–50 years, 35 people aged > 50–60 years, and 15 people aged > 60 years. The level of education of the participants was classified as follows: A total of 75 individuals from the high school level, 35 individuals pursuing a diploma, 75 individuals at the undergraduate level, and 15 individuals at the postgraduate level were included in the study. Moreover, during the period of travel or vacation in Bali, the number

of individuals with a vacation duration of 1-3 days amounts to 75, while those with a duration of > 3-5 days reach 105, and 20 individuals with a duration exceeding 5 days.

Results of Research Variables Descriptive Analysis

The frequency distribution is obtained from the score of the respondents' answers. The interpretation of item scores in the research variables can be seen in Table 3 below.

Table 3: Measurement Criterias of the Research Variables

No.	Measurement Criteria	Brand image, tourist experience, destination quality	Brand love, revisit intention
1	1,00 – 1,80	Very poor	Very low
2	>1,80 – 2,60	Poor	Low
3	>2,60 – 3,40	Fair	Moderate
4	>3,40 – 4,20	Good	High
5	>4,20 – 5,00	Very good	Very high

Source: Ghozali (2014)

The description of the descriptive statistical analysis of each variable is as follows:

Brand Image (X₁)

The variable of brand image has an association with the variable of intention to return. This study examines the measurement of brand image associated with tourist destinations in Bali using a quantitative methodology. The measurement is based on the responses of individuals who have visited Bali, referred to as respondents, and focuses on three indicators of brand image: Bali as a beautiful destination (X_{1.1}), Bali as a safe destination (X_{1.2}), and Bali as a convenient destination (X_{1.3}). The perceptions of respondents regarding the brand image are presented in Table 4.

Table 4: Descriptive Analysis of Brand Image Variable (X₁)

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Bali as a beautiful destination (X _{1.1})	0	1	19	81	99	4.39	Very good
Bali as a safe destination (X _{1.2})	0	0	19	87	94	4.38	Very good
Bali as a convenient destination (X _{1.3})	0	0	22	77	101	4.40	Very good
Brand image						4.39	Very good

Source: processed primary data, 2023

The brand image associated with tourism attractions in Bali is characterised by three key attributes: Bali as a beautiful destination (X_{1.1}), Bali as a safe destination (X_{1.2}), and Bali as a convenient destination (X_{1.3}). Based on the findings shown in Table 4, it is evident that among the 200 participants examined, the overall perception of tourists who have visited Bali regarding the variable indicators of brand image yielded an average score of 4.39. This indicates that the brand image of Bali may be characterised as highly favourable. This statement outlines the respondent's comprehension of the brand image of tourist destinations in Bali, which is characterised by Bali being perceived as a beautiful tourist destination, a safe tourist destination, and a convenient tourist destination.

Among the three indicators, it has been determined that Bali exhibits the highest mean value of 4.40, suggesting that it is an indicator of a convenient destination. On the other hand, Bali is found to have the lowest mean value of 4.38, signifying it as a safe destination. This observation highlights the perception of travellers regarding the brand image of tourist locations in Bali, indicating that there is a need for further improvement in order to enhance Bali's reputation as a safe tourist destination.

Tourists Experience (X₂)

The measurement of tourists' experiences in Bali is examined in the studies conducted by Amro et al. (2019), Junaid et al. (2019), and Amaro et al. (2020). These studies focus on various aspects of the tourist experience, including: getting a new

experience (X_{2.1}), getting a meaningful experience (X_{2.2}), getting a pleasant experience (X_{2.3}), and getting a knowledge-enhancing experience (X_{2.4}).

According to the findings presented in Table 5, it is evident that among the 200 participants included in the study, the overall perception of tourists who have visited Bali regarding the indicators of their tourist experience falls within the high category, as indicated by an average score of 4.51. This observation demonstrates that participants comprehend the tourist encounter as encompassing new, pleasant, and knowledge-enhancing experiences.

Table 5: Descriptive Analysis of Tourists Experience Variable (X₂)

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Getting a new experience (X _{2.1})	0	1	14	54	131	4.58	Very good
Getting a meaningful experience (X _{2.2})	0	3	17	78	102	4.40	Very good
Getting a pleasant experience (X _{2.3})	0	1	9	78	112	4.51	Very good
Getting a knowledge-enhancing experience (X _{2.4})	0	1	7	59	133	4.62	Very good
Tourists experience						4,51	Very good

Source: processed data, 2023

Among the four categories of indicators for tourist experiences, it has been observed that the indicator denoting the value of experience (X_{2.4}) has the greatest mean value of 4.62, indicating getting a knowledge-enhancing experience is important. On the other hand, the indicator representing the acquisition of meaningful experiences (X_{2.2}) has the lowest mean value of 4.40. This observation highlights the notion that tourists who have had the opportunity to visit Bali often encounter a significant and impactful experience that may benefit from further enhancements.

Destination Quality (X₃)

This study uses a quantitative approach to measure the variable quality of destinations in Bali. The measurement is based on the responses of tourists who have visited Bali, specifically focusing on indicators of destination quality. These indicators include the availability of clean hotels (X_{3.1}), the availability of various tourist destinations (X_{3.2}), the friendliness of the community and residents (X_{3.3}), the availability of comprehensive facilities (X_{3.4}), and the availability of clean restaurants (X_{3.5}). The perceptions of attitude variables by the respondents are presented in Table 6.

Table 6: Descriptive Analysis of Destination Quality Variable (X₃)

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
the availability of clean hotels (X _{3.1})	0	0	22	72	106	4.42	Very good
the availability of various tourist destinations (X _{3.2});	0	0	7	77	116	4.55	Very good
the friendliness of the community and residents (X _{3.3});	0	0	13	58	129	4.58	Very good
the availability of comprehensive facilities (X _{3.4});	0	1	4	63	132	4.63	Very good
the availability of clean restaurants (X _{3.5})	0	0	12	61	127	4.58	Very good
Destination quality						4.55	Very good

Source: processed data, 2023

Indicators of the quality of destinations in Bali include the availability of clean hotels (X_{3.1}), the availability of various tourist destinations (X_{3.2}), the friendliness of the community and residents (X_{3.3}), the availability of comprehensive facilities (X_{3.4}), and the availability of clean restaurants (X_{3.5}). According to the findings presented in Table 6, it is apparent that among the 200 participants surveyed, the overall perception of tourists who have visited Bali regarding the quality of destinations falls within the "very good" category, as indicated by an average score of 4.55.

Among the five indicators used to assess destination quality, it has been observed that the indication with the greatest mean value is the presence of complete facilities, which is recorded as 4.63. Conversely, the lowest mean value is associated with

the availability of clean hotels, which is reported as 4.42. This implies that there is a need for ongoing enhancement of hotel cleanliness in order to elevate the overall quality of destinations in Bali.

Brand Love (Y1)

The variables used to quantify brand love for destinations for tourists in Bali include: a sense of intimacy with Bali (Y_{1.1}); having positive emotions with Bali (Y_{1.2}); consistently remembering Bali (Y_{1.3}); frequently longing for Bali (Y_{1.4}); and being very fond of Bali (Y_{1.5}). According to the findings presented in Table 4.8, it is noticeable that among the 200 participants examined, the overall perceptions of tourists who have experienced Bali in terms of brand love are predominantly classified as very high, with an average score of 4.57. This passage delineates a state of awareness possessed by the individual pertaining to the concept of emotional attachment towards the brand Bali. This attachment is characterised by several signs, namely: a sense of intimacy with Bali; the positive emotions associated with Bali; the persistent recollection of Bali; the consistent longing for Bali; and a profound affection for Bali.

Table 7: Descriptive Analysis of Brand Love Variable (Y₁)

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
A sense of intimacy with Bali (Y _{1.1})	0	0	12	59	129	4.59	Very high
Having positive emotions with Bali (Y _{1.2})	0	0	14	44	142	4.64	Very high
Consistently remembering Bali (Y _{1.3})	0	1	18	54	127	4.54	Very high
Frequently longing for Bali (Y _{1.4})	0	0	16	67	117	4.51	Very high
Being very fond of Bali (Y _{1.5})	0	0	15	78	107	4.46	Very high
<i>Brand love</i>						4.57	Very high

Source: processed data, 2023

Among the five indicators of brand love for Bali, it is observed that the indicator denoting positive emotions (Y_{1.2}) has the highest mean value of 4.64, while the indicator representing very fond of Bali (Y_{1.5}) has the lowest mean value of 4.46. This observation demonstrates that tourists possess a strong sense of attachment and affection for Bali, indicating a high level of brand loyalty. However, there is room for improvement in enhancing the indicator of perpetual love for Bali.

Revisit Intention (Y₂)

The assessment of individuals' intention to revisit Bali consists of several factors: their desire to visit Bali again in the future (Y_{2.1}), their preference for Bali as their primary tourism destination (Y_{2.2}), their inclination to vacation in Bali multiple times (Y_{2.3}), and their intention to return to Bali (Y_{2.4}). According to the findings presented in Table 8, it is shown that among the 200 participants who were surveyed, the overall perception of tourists who have visited Bali regarding the indicator variable of intention to return falls within the very high category, as indicated by an average score of 4.55. This demonstrates a scenario in which participants possess a comprehension of their inclination to revisit Bali, as evidenced by future-oriented indicators such as their desire to visit Bali again, selecting Bali as their primary travel destination, expressing a willingness to vacation in Bali multiple times, and expressing an intention to return to Bali.

Table 8: Descriptive Analysis of Revisit Intention Variable (Y₂)

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Desire to visit Bali again in the future (Y _{2.1})	0	0	19	72	109	4.45	Very high
Preference for Bali as their primary tourism destination (Y _{2.2})	0	0	19	78	103	4.42	Very high
Inclination to vacation in Bali multiple times (Y _{2.3})	0	0	6	54	140	4.67	Very high
Intention to return to Bali (Y _{2.4})	0	0	5	57	138	4.67	Very high
<i>Revisit intention</i>						4.55	Very high

Source: processed data, 2023

Among the four indicators of revisit intention, it has been observed that the indicator denoting the desire to go on a multiple vacation and return to Bali (Y_{2.3} and Y_{2.4}) holds the highest mean value of 4.67, while the lowest mean value of 4.42 is

associated with the indicator reflecting the preference for Bali as the primary choice for future tourism destination (Y_{2.2}). This demonstrates a significant inclination to revisit Bali, highlighting the necessity for ongoing enhancements in positioning Bali as the foremost destination for tourism.

5. CONCLUSION AND RESEARCH IMPLICATIONS

Based on the findings of this descriptive study, it can be inferred that tourists' evaluations of the brand image associated with tourism attractions in Bali are classified as highly favourable. The evaluation of the experience acquired by tourists during their vacation to Bali and the overall quality of the location falls under the "very good" category. Similarly, Bali has a significantly high grade in terms of brand love. Moreover, the desire to revisit Bali was evaluated as falling into the very high category. This implies that it is vital for tourism business managers, communities, and governments to consistently uphold the brand image, enhance tourist experiences, and ensure the high quality of destinations that receive favourable ratings. These efforts are crucial in fostering brand love and ultimately increasing the likelihood of tourists returning to Bali.

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