

**DOES CITY BRANDING, TOURISM EVENT, AND CITY IMAGE
AFFECTING THE DECISION TO VISIT?
CASE STUDY OF: BANYUWANGI, EAST JAVA, INDONESIA**

By

Della Putri Arditya

11603022

BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION –
HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS AND COMMUNICATION



SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

July 2020

Revision After Thesis Defense on 17 July 2020

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Della Putri Arditya

Student

Approved by:

Date

Mochammad Riyadh Rizky Adam, S.T.,M.S.M.

Thesis Advisor

Date

Dr. Nila Krisnawati Hidayat, S.E.,M.M

Dean

Date

Della Putri Arditya

ABSTRACT

DOES CITY BRANDING, TOURISM EVENT, AND CITY IMAGE AFFECTING THE DECISION TO VISIT? CASE STUDY OF: BANYUWANGI, EAST JAVA, INDONESIA.

By

Della Putri Arditya

Mochammad Riyadh Rizky Adam, S.T., M.S.M

SWISS GERMAN UNIVERSITY

In recent years Indonesia implementing a city branding strategy in various destinations to boost the performance of the tourism sector. Banyuwangi created the second branding, "Majestic Banyuwangi". This is done in order to attract tourists to visit Banyuwangi also with the aim of introducing all the events, festivals and attractions that are always consistently held in Banyuwangi. It is also subjectively asumed that the local government of Banyuwangi has no clear understanding whether the new branding contributes to the decision for visiting Banyuwangi. This research aimed to explore the relationship between city branding and tourism event towards city image and their impacts on decision to visit. The hypothesis in this research are tested through data that were obtained from 220 respondents.

Quantitative approach was used then the data screening and data analysis IBM Statistic SPSS was used and data were being evaluated using Structured Equation Modeling with Amos 24 software. The result of this study demonstrates that applying the right city branding strategy can produce positive city image and lead to visit decision. Furthermore, also city image has positive correlation to decision to visit. The last finding, indicating tourism event has positive correlation on city image and decision to visit.

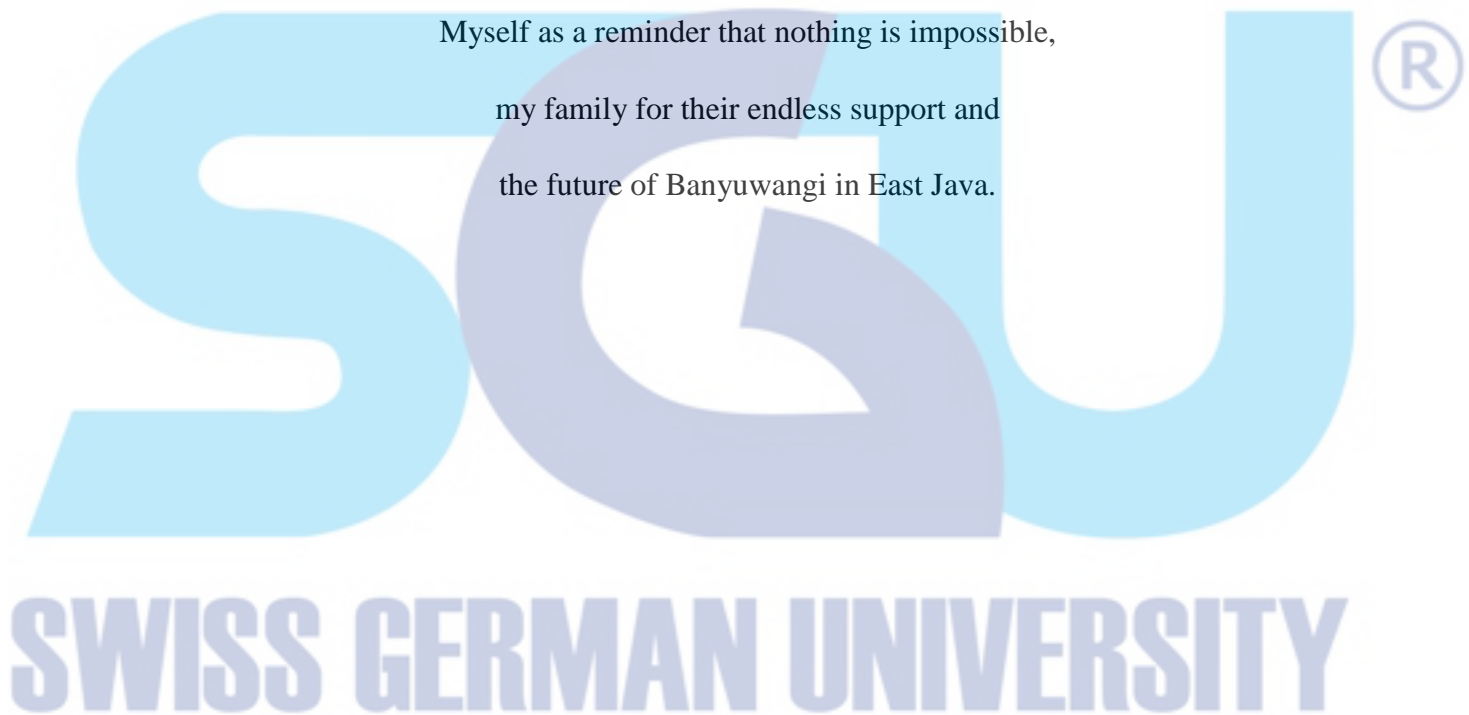
Keywords: City Branding, Tourism Event, City Image, Decision to Visit, Destination Branding, Banyuwangi.



DEDICATION

I dedicate this thesis to

Myself as a reminder that nothing is impossible,
my family for their endless support and
the future of Banyuwangi in East Java.



ACKNOWLEDGEMENTS

First and foremost, I would like to thank Almighty God and Blessed Mother Mary for giving me the time, knowledge, ability and strength to finish this thesis. Throughout this journey, indeed, I was wrapped with their endless and boundless grace. I could never have done this without the faith I have in you.

Secondly, I would like to express my deepest gratitude to both of parents for believing in me and showing me that life is full of limitless opportunities. I also thank them for their continuous support both emotionally and financially through this 4-year journey of my college life. Not only my parents, but also to my sister for cheering me up when I feel low and stressed out.

Thirdly, I wish to thank my thesis advisor, Mr. Mochammad Riyadh Rizky Adam. He is indeed a very challenging one, but the most contributed one until the completion of this study. Thank you for the time and energy you have put throughout the happy and hard times, trusting me in the process, for always being professional, patiently went through each of the sentences in this study and guide me with your best.

To my beloved friends; Bella, Lidya, Jempi, Bibil, Dea, Dave, Darryl, Matthew and the rest of my classmates in HTM 2016. I cherish the friendship we had and thank you for your endless support and motivation during the hard times.

Last but not least, I would like to extend my deepest gratitude and appreciation to everyone that I could not mention the name one by one, who have willingly helped me out with their abilities

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	9
LIST OF TABLES.....	10
CHAPTER 1 – INTRODUCTION.....	11
1.1 Background.....	11
1.2 Research Problem.....	14
1.3. Research Questions.....	17
1.4. Research Objectives.....	17
1.5. Scope and Limitation.....	17
1.6. Significance of Study.....	17
CHAPTER 2 - LITERATURE REVIEW.....	19
2.1 Framework of Thinking.....	19
2.1.1 Consumer Behavior.....	20
2.1.2 Brand Management.....	22
2.1.3 Tourism Destination.....	25
2.1.4 City Branding.....	27
2.1 5 City Image.....	30
2.1.6 Tourism Event.....	31
2.1.7 Decision To Visit.....	33
2.3 Study Difference.....	42
2.4 Research Model.....	45
2.5 Hypothesis Development.....	45
CHAPTER 3 – RESEARCH METHODS.....	49
3.2 Unit Analysis.....	48
3.3 Population and Sampling.....	49
3.3.1 Sampling Method.....	49

3.3.2 Sample Size	50
3.4 Data Sources and Collection Method.....	50
3.4.1 Type of Data	50
3.4.2 Data Collection Method	51
3.4.3 Questionnaire Structure	51
3.5 Variable Operationalization	52
3.6 Data Processing Procedures	58
3.6.1 Brislin Test	58
3.6.2 Pilot Test.....	58
3.6.3 Pre-Test.....	59
3.6.4 Post-Test.....	63
3.7 Data Analysis Technique	64
3.7.1 Multivariate Assumptions Test	64
CHAPTER 4 – RESULTS AND DISCUSSIONS.....	68
4.1 Brief Industry Background.....	68
4.2 Data Analysis	72
4.2.1 Post Test	72
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS	91
5.1 Conclusions	91
5.2 Managerial Implications	92
5.3 Recommendations for Further Research.....	102
REFERENCES	103
APPENDICES	110
CURRICULUM VITAE.....	146

LIST OF FIGURES

Figures	Page
Figure 1. 1 10 Destination Branding Logo	11
Figure 1. 2 Majestic Banyuwangi Logo.....	12
Figure 1. 3 Banyuwangi Iconic Attactions	13
Figure 2. 1 Travel Behavior	21
Figure 2. 2 Anholt City Branding Hexagon.....	29
Figure 4. 1 Banyuwangi Ethno Carnival.....	71
Figure 4. 2 Final Structural Modelling	80
Figure 5. 1 Example of Culture Traditional Class	95
Figure 5. 2 Example Singapore Website.....	97
Figure 5. 3 New York City Virtual Guide	101

SWISS GERMAN UNIVERSITY

LIST OF TABLES

Table	Page
Table 2. 1 City Slogan Around the World	28
Table 2. 2 Previous Study	35
Table 2. 3 Comparison Between Previous Study and Current Study	42
Table 3. 1 Likert Scale Example.....	52
Table 3. 2 Survey Instruments' Sources	52
Table 3. 3 Table Variable Operationalization.....	53
Table 3. 4 Validity Test Acceptance Parameter.....	60
Table 3. 5 Pre- Test Validity Result.....	61
Table 3. 6 Cronbach's Alpha Parameter for Reliability.....	63
Table 3. 7 Reliability Test Result.....	63
Table 3. 8 Overall Model Fit Criterion	65
Table 4. 1 Banyuwangi Tourism Destination.	68
Table 4. 2 Demographic Profile.....	72
Table 4. 3 Model A Result (Decision to Visit)	76
Table 4. 4 Model B (City Image).....	77
Table 4. 5 Model Fit Analysis.....	81
Table 4. 6 Construct Validity Test Result.....	82
Table 4. 7 Convergent Validity Result.....	83
Table 4. 8 Summary Validity Result.....	85
Table 4. 9 Reliability Test Result.....	86
Table 4. 10 Structural Model Fit Result from Regression Weights.....	86
Table 4. 11 Hypothesis Testing Results.....	87