

THE EFFECT OF DESTINATION BRAND EXPERIENCE ON BEHAVIORAL INTENTION THROUGH TOURIST SATISFACTION AS A MEDIATION (ASSOCIATIVE STUDY OF THE “JOGJA ISTIMEWA” BRAND)

Intan Nurhayat¹, Herlan Suherlan², Tatan Suhendar³

¹Undergraduate Program of Bandung Tourism Institute, e-mail: intannurhayat2@gmail.com

²Lecturer of Bandung Tourism Institute, e-mail : hel@stp-bandung.ac.id

³Lecturer of Bandung Tourism Institute, e-mail : tatansuhendar62@gmail.com

Abstract

Brand can be a tool to provide differentiation and competitive advantage for tourism destinations. It is important to see how the brand performs in providing a positive image of the destination. Brand performance is seen through the influence of destination brand experience on tourist behavior intentions. The concept of destination brand experience can be seen through the sensory, affective, intellectual, and behavioral dimensions. So this study aims to see the effect of destination brand experience on tourist behavioral intention through tourist satisfaction. This research was conducted with an associative method with a descriptive quantitative approach. The number of samples used was 304 domestic tourist respondents. The results of this study indicate that the destination brand experience has been carried out well, but optimization is still needed. Tourist satisfaction with the destination brand experience is at a Satisfied level, tourists also say they will do positive word of mouth and make return visits. Then the variables between destination brand experience and behavioral intention influence one another through tourist satisfaction as a mediation.

Keywords: Destination Brand Experience; Behavioral Intention; Tourist Satisfaction.

A. INTRODUCTION

The current rapid development of tourism both at the global, national, and regional levels makes various regions in Indonesia continue to explore their tourism potential and offer a variety of tourism products that they have and the possibility that the products offered by each destination can be the same as other destinations. The existence of this can create tight competition between destinations so that the process of bringing tourists to travel to destinations is no longer an easy thing (Hidayah, 2019). Amid intense competition between tourist destinations, it requires every tourist destination to have a competitive advantage, so that they can survive and not experience a decline (Hidayah, 2019). One of the strategies used so that a destination has a competitive advantage is by using a marketing strategy.

There are various things in the marketing strategy, one strategy that can be utilized is by marketing the brand in the destination. Branding at a destination becomes a strategy to market the potential of a destination. state that the existence of a brand for a destination is very important because a brand for a destination is indispensable in facing competition, the brand is considered to be one of the tools to provide differentiation and competitive advantage for tourism destinations. A good destination branding must be able to change the perception of tourists from negative to positive. So that the higher the competition in the marketplace, the positive image in the minds of tourists towards the destination is needed to get a real

competitive advantage. However, measuring the performance of a destination brand such as the influence of the brand on a destination has not been specifically investigated (Blain et al., 2005)

Destination brand experience in destination branding is a way how a brand from a destination can encourage tourists to get a special experience. As recognized by (Blain et al., 2005) (2014:122) brand experience provides a more complete evaluation based on the brand with dimensions of sensations, feelings, cognition, and behavioral response, so that it can describe experiences that affect consumers in brand stimuli. Destination brand experience is very important for a destination, where experience in destination brand experience is an effective tool to create a positive picture of a destination. One way to see tourists have a positive picture of a destination can be through tourist behavioral intention, where the destination can attract tourists to visit again and recommend the destination to others (Assaker et al., 2011)

The influence of destination brand experience on behavioral intention is influenced directly and indirectly through tourist satisfaction. Indirectly influencing because the positive experiences provided by destinations to tourists can provide satisfaction for tourists. Satisfaction with the tourist experience can result in a decision for tourists to make return visits and also offer the same experience to others.

One of the tourism destinations in Indonesia that has a brand as a way to promote its tourism destinations is DI Yogyakarta, the brand is Jogja Istimewa which was launched in 2015. The Jogja Istimewa brand is intended for every city or district in DI Yogyakarta, one of which is the City of Yogyakarta. According to (Cookson & Stirk, 2019) (2016:68), the symbol of "Jogja Istimewa" can be seen in the rich culture, cultural heritage buildings, and people's lives in the city of Yogyakarta. stated that the tourism center and tourist center of DI Yogyakarta are in the city of Yogyakarta.

Cookson & Stirk (2019) (2016: 66) stated that tourists who travel to the city of Yogyakarta want to feel the original atmosphere of Yogyakarta which of course can provide new experiences for tourists. However, tourism in the city of Yogyakarta itself has not been shown the special features of Jogja Istimewa so tourists have not experienced what kind of special tourism presentation is under the promise given by the Jogja Istimewa brand which can provide a special experience for tourists. Tourists who travel also feel complaints about tourism in the city of Yogyakarta, including the services that tourists get from the community, where tourists feel that tourism actors are less friendly to tourists, then cleanliness is still not maintained around tourist attractions carried out by street vendors, inadequate public facilities, congestion that occurs in the city of Yogyakarta, and the lack of diversity of tourism activities in the city of Yogyakarta.

The problems with tourism in the city of Yogyakarta above will certainly reduce the value of the experience for tourists and give a negative picture of tourists to the city of Yogyakarta as a tourism destination. What has been described above is interesting for researchers to see how Jogja Istimewa as a tourism brand that is applied to every city and district in DI Yogyakarta can provide a positive picture of the city of Yogyakarta to tourists. This research can also be an evaluation of the Jogja Istimewa brand by looking at the benefits of the Jogja

Istimewa brand for the city of Yogyakarta in the future, namely by looking at the influence of the Jogja Istimewa destination brand experience on the behavioral intention of tourists in the city of Yogyakarta. Considering that the city of Yogyakarta is a tourism center and a tourist center for DI Yogyakarta.

Based on this, the purpose of this research is to find out the Destination Brand Experience, Tourist Satisfaction, and Behavioral Intention of tourists in the city of Yogyakarta. Then knowing the influence of Destination Brand Experience on the Behavioral Intention of tourists in Yogyakarta City, knowing the influence of Destination Brand Experience on Yogyakarta City Tourist Satisfaction, and knowing the effect of Destination Brand Experience on Behavioral Intention through Tourist Satisfaction as a mediating variable.

B. RESEARCH METHOD

The research method in this study used the associative method with a descriptive quantitative approach. The associative method in this study was used to determine the relationship and influence between the variables of Destination Brand Experience, Tourist Satisfaction, and Behavioral Intention through hypothesis testing. Meanwhile, according to Hermawan (2020), descriptive methods are used to make a systematic description of factual and accurate data related to facts and relationships between the phenomena studied. The object of research in this research is the Jogja Istimewa brand. The population in this study is domestic tourists who have traveled to the city of Yogyakarta. The sampling method used in this study is non-probability with the type of convenience sampling. Meanwhile, the number of samples in this study was 304 domestic tourists. 304 is obtained based on the results of calculations by looking at the number of indicators in this study as many as 27 indicators, so the minimum number of samples with 27 indicators is 250 with the conclusion qualification in the sufficient category in The weakness in the non-probability sampling method is the quality of the conclusions so that the quality of the conclusions is in a good category, the minimum sample is 300 samples.

In this study, the questionnaire is used to collect primary data and measured using the Likert Scale, this form of measurement was conducted to measure the accuracy of the questionnaire. The validity test was carried out using the Pearson Bivariate in SPSS Statistics 20.0 for windows as an analytical tool. Pearson Bivariate Analysis was used to correlate the items on the questionnaire with the total score. The decision to test the validity of the respondents using a significance level of $r_{table} > 0.3061$ is valid.

The reliability test is carried out using the reliability analysis contained in SPSS with the method to be used, namely the Cronbac'h Alpa method whose value will be compared with the minimum reliability coefficient value.

1. Classic assumption test

The normality test is used to investigate whether, in a regression model, confounding or residual variables have a normal distribution (Haslinda & Muhammad, 2016). The technique is used with

tests of normality in SPSS. The regression equation is said to be good if it has a variable that has a value (sig) > 0.05 which can be concluded that the data has a normal distribution.

2. Multicollinearity Test

Haslinda and Jamaluddin (2016:8) stated that the multicollinearity test was used to test whether the regression model found a correlation between the independent (independent) variables. Multicollinearity test can be done by regression test using the benchmark value of VIF (Variance Inflation Factor) and tolerance value with the criterion value; VIF value around the number <10 = there is no multicollinearity, Tolerance value 0.10 = no there is multicollinearity

3. Heteroscedasticity Test

A heteroscedasticity test was conducted to determine the inequality of variation from the residual of one observation to another observation in a regression model. If the variation from the residual of one observation to another observation remains, it is called Homoscedasticity and if it is different it is called Heteroscedasticity.

4. Regression Analysis Test

Regression analysis is an analytical technique that is used to make an equation of one or more independent variables to the dependent variable and to determine the predicted or predicted value.

5. Hypothesis testing

Based on the research objective, namely to test the validity of the theory through hypotheses, then hypothesis testing will be carried out. This is because a hypothesis is a temporary conjecture, so it is necessary to prove whether the assumption is true or false. The steps for testing the hypothesis begin by accurately determining whether the null hypothesis (H_0) can be rejected and the alternative hypothesis (H_a) can act as a substitute.

6. Correlation Test

The correlation test is used to see the strength of the relationship between the Destination Brand Experience variable on Behavioral Intention, Destination Brand Experience on Tourist Satisfaction, and Tourist Satisfaction variable as a variable that mediates Destination Brand Experience to Behavioral Intention. Coefficient of Determination According to the Coefficient of Determination is a tool to measure how far the model's ability to explain the variation of the dependent variable is.

C. RESULTS AND ANALYSIS

1. Destination Brand Experience

Destination brand experience can be seen in its performance through four dimensions, namely sensory, affective, intellectual, and behavioral which begins when tourists search for information, then the tourist's decision to travel, feel the service, use or consume tourism products, until tourists return to their place of origin and finally provide recommendations to others (Wibowo, 2011 in Hanifah et. al 2018:4).

Based on the calculation of the TCR analysis, the overall assessment of destination brand experience (DBE) from Jogja Istimewa in Yogyakarta City was in the "Good" category with a total score of 80.84%. This shows that the performance of the destination brand experience from Jogja Istimewa

in the City of Yogyakarta according to the respondents can be done well, although it does not feel very good and still needs optimization, respondents can feel the experience of the existence of the Jogja Istimewa brand in the City of Yogyakarta. The need for optimization can be seen from the score of each dimension in the performance of the destination brand experience.

2. Sensory

Performance on sensory in the destination brand experience Jogja Istimewa in the city of Yogyakarta, namely to be able to give an impression to respondents through responses to the five senses shows that they are in a good category, which can be seen from the income score on the sensory dimension, which is 83.03%. There are several attributes in the sensory dimension that need optimization, including the smell attribute (68.68%) where the attribute is still in the sufficient category. This value indicates that respondents who are domestic tourists when traveling to the city of Yogyakarta are still hesitant to state that there is a distinctive fragrance that can remind respondents of the city of Yogyakarta.

The sight attribute (82.11%) is in a good category and still needs to be optimized, looking at the TCR assessment shows that although the shape of the image/design (83.16%) and color (88.29%) owned by the Jogja Istimewa brand has shown a strong cultural impression, however, when tourists travel to Yogyakarta City, the suitability of style (74.87%) between the brand and the state of the destination is still not very pronounced. Respondents stated that they are still hesitant to feel the promise of the brand in the city of Yogyakarta.

For example, respondents still see little of the architecture of buildings that have cultural characteristics, the culture of the local community which can be seen from daily activities as well as ceremonies or activities related to culture. This optimization is important because the sense of sight is one of the dominant factors in creating brand awareness and in generating experiences for tourists (Agapito et al., 2012). Then the other attributes, namely sound (86.59%), and touch (87.57%) which was assessed by respondents as having done well. This shows that traditional music at the destination can be one of the experiences that can be felt by tourists through their sense of hearing and also when they travel to Yogyakarta City they can feel that the City of Yogyakarta is one of the destinations that have uniqueness and privileges because they can get new experiences or things when they travel to Yogyakarta City. Meanwhile, the taste attribute (91.18%) is an attribute that is considered to have performed very well. This shows that while traveling, respondents get a unique experience from what they feel through traditional food and drinks in the city of Yogyakarta. Taste in sensory is considered one that has a very important value in providing experiences to tourists.

3. Affective

Affective experience (72.79%) on the Jogja Istimewa brand in the city of Yogyakarta is the dimension that gets the lowest score compared to other indicators. Attributes in the affective dimension based on the results of the average TCR score are in the sufficient category. This means that respondents still do not feel any emotional feelings for the Jogja Istimewa brand as a brand in the city of Yogyakarta. Doing a tour with a brand, loving the brand, and loving the destination has not been felt by the respondents and for feelings, it is said that the performance of the Jogja Istimewa brand in the City of Yogyakarta has not been able to give feelings such as a sense of happiness in using the brand, a sense of security when respondents use the Jogja Istimewa brand

and brand is still lacking. optimal in understanding the needs of respondents as tourists who travel to Yogyakarta City. The less intense relationship that the Jogja Istimewa brand in the City of Yogyakarta has with the respondents causes tourists to not feel the Affective experience of Jogja Istimewa in the city of Yogyakarta too much. This is following the statement that emotional attachment will not exist if the customer or in this study, namely the tourist does not feel an intense experience in consuming the brand.

4. Intellectual

Performance on the intellectual dimension (85.59%) became the highest score among other dimensions contained in the destination brand experience. The performance of the Jogja Istimewa brand is to be able to provide experiences that encourage tourists to be involved in thinking about a brand that is created in the minds of tourists, in other words, intellectual is used to provide experience for each individual to learn or think about the brand at a destination is said to be well done. The results show that the Jogja Istimewa brand creates the respondents' thinking power and curiosity about tourist destinations in the city of Yogyakarta. When respondents hear about Jogja Istimewa, the brand can remind respondents of the city of Yogyakarta and can arouse respondents' curiosity about the city of Yogyakarta with scores of 82.50% and 83.82%, respectively. Then when the respondent is curious about the city of Yogyakarta, the performance of the city of Yogyakarta as a tourist destination is considered to be very good to answer the curiosity of the respondents about the special Jogja when they travel to the city of Yogyakarta with a score of 90.46%.

5. Behavioral

Behavioral experience in destination brand experience aims to obtain answers about brand actions to be able to provide an easy experience and become a daily habit. Behavioral experience can be seen from behavior or lifestyle when and after tourist travel. In this study, the behavioral experience of Jogja Istimewa in the city of Yogyakarta has been carried out well. This shows that Jogja Istimewa can provide new habits with the highest score of 89.93% whereas Jogja Istimewa as a brand can encourage respondents to participate in preserving and preserving culture after traveling to Yogyakarta City. While the statement that got the lowest score was in the physical experience category, where respondents did not feel too involved in tourism activities in the city of Yogyakarta. Another attribute, namely brand interaction through promotional media is said to have been done well, meaning that respondents often see and find the Jogja Istimewa brand on promotional media, but even so, the desire of tourists to buy souvenirs is still at sufficient level, meaning that respondents still feel hesitant to buy souvenirs with an identity. Special Jogja brand.

6. Tourist Satisfaction

Tourist satisfaction with the destination brand experience Jogja Istimewa in the city of Yogyakarta was analyzed using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The following is the result of the CSI calculation based on the steps stated by Stratford, namely by calculating the importance weight factors of 100% of the total percentage of average interests or weighting factors so that the weight score is obtained by adding the weight score in the form of a total weighted. After that, divide the weighted total by the largest scale in this study, which is 5, and then multiplied by 100%. The following are the results of the Customer Satisfaction Index (CSI) analysis:

No.	Dimension and Indicator		Average Interest	Average Performance	Gap P-E	Tki %	Importance Weight Factors	Weight Score
<i>Sensory</i>								
1	<i>Sight</i>	<i>Color</i>	4,63	4,41	-0,22	104,99	4,57	20,19
2		<i>Size</i>	4,69	4,16	-0,53	112,82	4,63	19,25
3		<i>Style</i>	4,61	3,74	-0,87	123,20	4,55	17,04
4	<i>Sound</i>	<i>Music</i>	4,30	4,28	-0,02	100,54	4,25	18,17
5	<i>Smell</i>	<i>Scent</i>	3,36	3,43	-0,08	97,80	3,31	11,38
6	<i>Taste</i>	<i>Falavor</i>	4,72	4,56	-0,16	103,46	4,66	21,23
7	<i>Touch</i>	<i>Feel</i>	4,75	4,38	-0,37	108,41	4,68	20,51
<i>Affective</i>								
8	<i>Emotion</i>	Traveling because of the brand	4,10	3,22	-0,87	127,04	4,04	13,03
9		Love the brand	3,87	3,73	-0,14	103,80	3,82	14,23
10		Love the Destination	4,21	3,55	-0,66	118,74	4,16	14,74
11	<i>Feelings</i>	<i>Warmth</i>	4,72	3,67	-1,05	128,61	4,66	17,08
12		<i>Fun</i>	4,72	3,54	-1,18	133,49	4,66	16,47
13		<i>Excitement</i>	4,19	4,03	-0,16	104,00	4,13	16,64
14		<i>Security</i>	4,77	3,61	-1,16	132,27	4,71	17,00
15		<i>Social Approval</i>	4,60	3,92	-0,68	117,46	4,54	17,79
16		<i>Sefl-Respect</i>	4,49	3,92	-0,57	114,50	4,43	17,40
<i>Intellectual</i>								
17		Thought	4,33	4,13	-0,20	104,94	4,27	17,62
18		Curiosity	4,22	4,19	-0,03	100,71	4,17	17,46
19		Problem Solving	4,51	4,52	0,01	99,78	4,45	20,15
<i>Behavioral</i>								
20		<i>Physical Experience</i>	4,32	3,86	-0,46	111,95	4,26	16,42
21		<i>Life Style</i>	4,39	4,50	0,11	97,66	4,33	19,49
22	<i>Interaction Brand</i>	<i>Souvenir</i>	4,42	3,99	-0,43	110,71	4,36	<i>Interaction Brand</i>
23		Promosi Brand	4,40	4,04	-0,36	108,87	4,34	
		<i>Sum</i>	101,32	91,37	-9,95	2565,75	100,00	398,28
		<i>Mean</i>	4,41	3,97	-0,43	111,55		
<i>Customer Satisfaction Indeks</i>							79,66%	

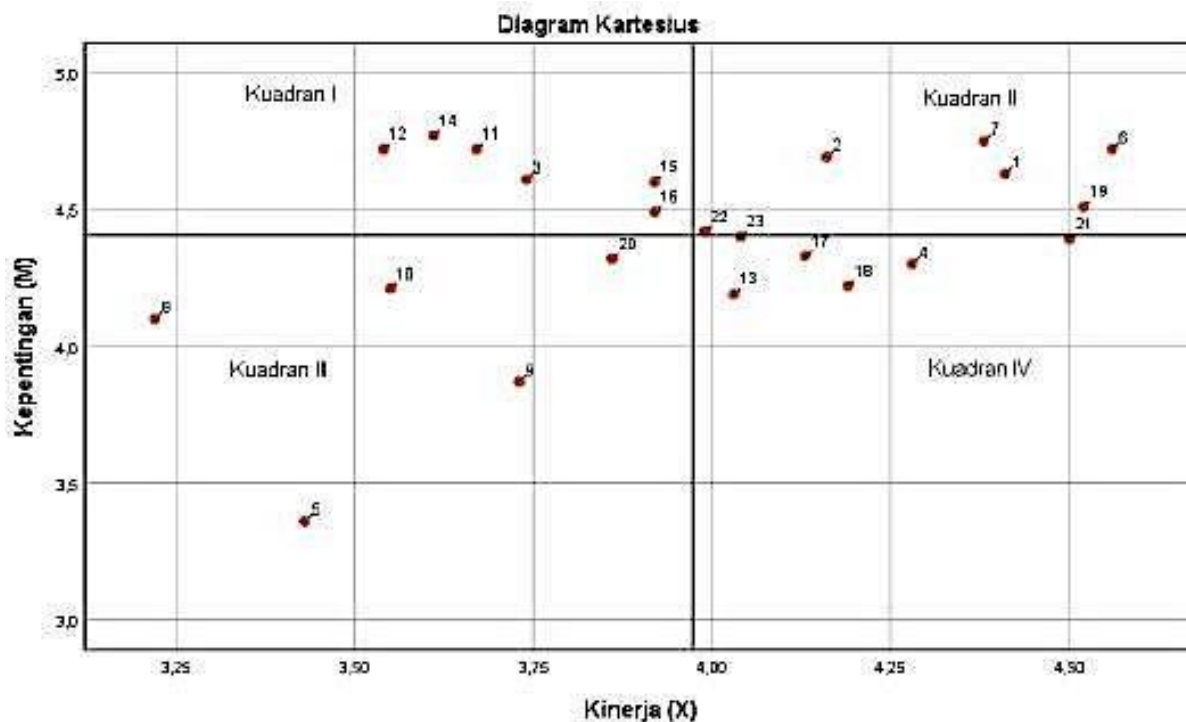
Table 2 Results of Analysis of the Customer Satisfaction Index (CSI)

Based on the Customer Satisfaction Index (CSI) on the destination brand experience, the score obtained lies in the range of 61% -80% with a value of 79.66%, where the score indicates that the respondents' tourist satisfaction index for the destination brand experience as a whole is in the criteria " Satisfied". There is also a need for optimization, based on the results of the analysis according to the table above, it can be seen that some attributes still have negative gaps. This negative gap means that the performance of these attributes has not been able to reach the level of tourists' expectations of the destination brand experience on the Jogja Istimewa brand in the city

of Yogyakarta. The attribute that has the highest negative gap value is the attribute on the affective dimension on the warmth, fun, and security indicators with the gap value reaching more than 1.

Figure 1. Kartesius Diagram

Analysis of tourist satisfaction using Importance Performance Analysis (IPA) aims to analyze or compare the extent to which the importance and performance of the destination brand experience



are felt by respondents with the results in the form of a Cartesian diagram. IPA analysis is obtained through the average value of the level of performance and the level of expectation. Then the value is entered into SPSS to be made into a Cartesian diagram to determine which attributes of the destination brand experience are included in Quadrant I, Quadrant II, Quadrant III, and Quadrant IV. The following are the results of the IPA analysis:

Quadrant I (Top Priority)

Quadrant I is an attribute of the destination brand experience that is considered important by respondents but in reality or the assessment of its performance is not as expected by respondents. Based on the Cartesian diagram above, the statement attributes that are in Quadrant 1 include the sensory dimension on the style indicator and the Affective dimension on the warmth, fun, safety, social approval, and self-respect indicators. The six attributes of the destination brand experience variable in the city of Yogyakarta must be given more attention or improved in the future so that the value of tourist satisfaction from the destination brand experience of Jogja Istimewa in the city of Yogyakarta can increase.

Quadrant II (Maintain Achievement)

Attributes of statements that are in quadrant II are attributes that are considered important by respondents and are considered to be per what respondents expect. Destination brand experience

attributes are in Quadrant II, namely the sensory dimension on the sight, taste, and touch indicators, then the intellectual dimension on the problem-solving indicator, and finally the behavioral dimension on the lifestyle and brand interaction indicators. The attributes included in this quadrant must be maintained. Because it can be an advantage that can attract respondents to travel to the city of Yogyakarta through the Jogja Istimewa brand.

Quadrant III (Low Priority)

The attributes of the destination brand experience that are in quadrant III are attributes that are considered less important by respondents, but because they feel less influential, the performance of this attribute is not paid much attention. Destination brand experience attributes that are in quadrant III are smell on the sensory dimension then love the destination, travel for a brand, and love the brand on the affective dimension, the last is a physical experience on the behavioral dimension. Although these attributes are not paid much attention to by respondents, their performance must still be considered by optimizing to improve the performance of these attributes, and of course, if these attributes are optimized it will be able to increase tourist satisfaction with the destination brand experience.

Quadrant IV (Excess)

The destination brand experience attribute contained in quadrant IV is considered less important by respondents, but its performance is considered satisfactory so it is considered excessive among other attributes. The attributes contained in quadrant IV include the sound dimension on the sight indicator, the intellectual dimension on the curiosity and thought indicator, then the feelings dimension on the excitement indicator. As an attribute that is considered to have an excessive value, the attributes in this quadrant of course must also be maintained because the attributes included in this quadrant can be used to cover deficiencies in the attributes in quadrant 1.

Behavioral Intention

Based on the TCR calculation, the behavioral intention variable got a value of 86.99% with a good category. In the word of mouth dimension, a score of 85.33% was obtained in a good category. The indicator that has the highest score on the word of mouth dimension is recommending others to travel to Yogyakarta City with a TCR score of 90.46% in the Very Good category. This means that the average respondent will strongly agree there is no hesitation in recommending to others to take a tour to the city of Yogyakarta, this also shows that the destination brand experience of Jogja Istimewa in the city of Yogyakarta has been able to provide a positive picture for the destination. Judging from the TCR score regarding introducing the brand, it gets the smallest TCR score with a score of 79.28% in the Enough category. This means that respondents still have feelings of hesitation to introduce the brand to other people which can also be caused by the effective performance of the Jogja Istimewa brand which cannot be done properly. On the revisit intention dimension, a score of 91.97% was obtained in the Very Good category, this explains that respondents feel confident that they will make a return visit to the city of Yogyakarta as a tourist destination.

The Influence of Destination Brand Experience on Behavioral Intention

Based on the results of the study, it is said that the Destination brand experience of Jogja Istimewa has a significant positive effect on the behavioral intention of tourists with a total effect of 34.4%.

This test can also strengthen the theory stated by Barnes et al. (2014:136) that the influence of Destination brand experience Jogja Istimewa on Behavioral intention occurs when the destination brand experience can provide pleasant results so that it has an impact on future-oriented decisions such as repurchasing/revisiting and recommending to others. Seeing the level of relationship between destination brand experience and behavioral intention in this study, was at a moderate level with a positive value. This means that if the destination brand experience increases, it will also be followed by an increase in the behavioral intention of tourists. So that the performance of the Destination brand experience on the Jogja Istimewa brand in the city of Yogyakarta must be improved because seeing the coefficient value between Destination brand experience and Behavioral intention is positive, meaning that the better the performance of the Destination brand experience from Jogja Istimewa, the more behavioral intention of tourists will be.

The Effect of Destination Brand Experience on Tourist Satisfaction

The relationship between the Destination brand experience brand Jogja Istimewa and tourist satisfaction in the city of Yogyakarta is considered to have a strong relationship. The positive value of the coefficient means that the better the performance given from the Destination brand experience of Jogja Istimewa in the city of Yogyakarta, the more satisfaction of tourists in the city of Yogyakarta will be. This is under the results of previous studies which stated that Destination brand experience had a significant influence on tourist satisfaction

The Effect of Destination Brand Experience on Behavioral Intention through Tourist Satisfaction

Based on the results of the Sobel test, it is said that Yogyakarta City Tourist Satisfaction is a mediating variable between Destination Brand Experience and Behavioral Intention. This proves that a positive Destination Brand Experience will have an impact on tourist satisfaction which can increase or strengthen the behavioral intention of tourists to make return visits to Yogyakarta City and recommend Yogyakarta City tours to others. The results of this study are in line which state that there is an indirect influence between Destination Brand Experience on Behavioral Intention where the effect is mediated by tourist satisfaction. The results also show that tourist satisfaction in mediating between Destination Brand Experience and Behavioral Intention is said to mediate perfectly (perfect mediation). This means that tourist satisfaction has a very important role in the influence of Destination Brand Experience on Behavioral Intention. This shows that destination tourist satisfaction is a significant determinant of the influence of Destination Brand Experience on Behavioral Intention.

7. CONCLUSION

Destination Brand Experience from Jogja Istimewa in Yogyakarta City can be said to have been done well. Aspects that must be improved again from the Destination brand experience are Sensory, Affective, and Behavioral aspects. Sensory on the Sight indicator, Affective on the feelings and emotion indicators, and behavioral on the physical experience indicator at Jogja Istimewa in the City of Yogyakarta. Behavioral Intention based on research results is in a good category, tourists will without a doubt give positive recommendations to others about tourism in the city of Yogyakarta and they will also make return visits to the city of Yogyakarta as their tourist destination. This means that the Jogja Istimewa brand can provide a positive image for the destination. Tourist Satisfaction at Destination brand experience Jogja Istimewa in Yogyakarta City

based on research results is already at the level of satisfaction. As for the attributes of the Destination brand experience from Jogja Istimewa whose performance is felt below the expectations of tourists, namely the sensory dimension on the style indicator and the affective dimension on the feelings indicator including warmth, fun, excitement, social approval, and self-respect. Based on the results of the study, it is said that the Destination Brand Experience Jogja Istimewa has a significant positive effect on Behavioral Intention, and has a significant effect on Tourist Satisfaction. In other side, Tourist Satisfaction mediates perfect mediation between Destination Brand Experience Jogja Istimewa and Behavioral Intention.

REFERENCES

Journal Article

- Agapito, D., Valle, P. O. Do, & Mendes, J. D. C. (2012). Sensory marketing and tourist experiences. *Discussion Paper-Spatial and Organizational Dynamics*, 7–19. <http://www.cieo.pt/discussionpapers/10/article1.pdf>
- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890–901. <https://doi.org/10.1016/j.tourman.2010.08.004>
- Blain, C., Levy, S. E., & Ritchie, J. R. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of Travel Research*, 43(4), 328–338. <https://doi.org/10.1177/0047287505274646>
- Hanifah, Nida & Pujianingsih, Marta & Pratiwi, Dea & Fahmi, Linta & Anhari, Fathurohim & Albayani, Thoriq. (2018). Analysis of tourist travel pattern toward health care facilities. *Geosfera Indonesia*, 3(1). <https://doi.org/10.19184/geosi.v3i2.7845>
- Haslinda, & Muhammad, J. (2016). Pengaruh Perencanaan Anggaran Dan Evaluasi Anggaran Terhadap Kinerja Organisasi Dengan Standar Biaya Sebagai Variabel Moderating Pada Pemerintah Daerah Kabupaten Wajo. *Jurnal Ilmiah Akuntansi Peradaban*, 11(1), 1–21.
- Hermawan, H. (2020). Metodologi Riset Kuantitatif: Riset Bidang Kepariwisata. *Open Scienc Framework, August*, 16. <https://doi.org/10.17605/OSF.IO/YBSW9>
- Hultén, B. (2011). Sensory marketing: The multi-sensory brand-experience concept. *European Business Review*, 23(3), 256–273. <https://doi.org/10.1108/09555341111130245>
- Hussein, A.S. (2018). Effects of brand Experience on brand loyalty in Indonesian casual dining restaurant: Roles of customer satisfaction and brand of origin. *Tourism hospitality management*, 24, 119-132.
- Isnaini, P. R. (2018). Minat kunjung ulang: Survei pada pengunjung Taman Rekreasi Selecta Kota Batu yang termasuk dalam kategori generasi millennial. *Jurnal Administrasi Bisnis (JAB)*, 55(2), 122–129

Book

- Hidayah, N. (2019). *Pemasaran Destinasi Pariwisata*. Bandung: Alfabeta