Destination Branding, Destination Image and Influenced by Destination Selection of Meeting Planners Existing Destination

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Abstract

The purpose of this research is to know the effect of Destination Branding on Destination Image. Testing and analyzing the effect of destination branding on destination selection and destination image on destination selection. The population in this research is the meeting planners who live in existing destination with sample as much 165 sample and sample technique used random sampling. This research method using General Structured Compnonent Analysis (GSCA) with three variables second order destination branding, destintion image and destination selection. The results of the research show that destination branding has no significant effect on destination image, meanwhile Destination branding to destination selection stated that significant . On the order hand destination image to destination selection stated that significant too.

Keywords: *Destination Branding*; *Destination Image*; *Destination Selection; Meeting Planners*

A. INTRODUCTION

The acronomine MICE industry from Meetings, Incentive travel, Conventions and Exhibitions (Dwyer and Mistilis, 2000; Getz, 2008; McCartney, 2008; Rogerson, 2012) have developed rapidly over the past few decades. The MICE industry is not only known as a service industry but also as one of the fast-growing tourism industry sectors (Dwyer & Forsyth, 1997; Hing et al., 1998) .The MICE industry combines various sectors such as trade, transportation, travel, recreation, accommodation, food and beverage, venues, information technology and finance are described as multifaceted industries (Dwyer & Mistilis, 2000), which are mostly aimed under the umbrella of the Getz event industry (2008).

The development of the MICE industry in Indonesia is currently being taken into account by the world MICE tourism market as one of the destinations for MICE events. This can be seen from a number of major international activities that began to be held in Indonesia as a form of world community trust in Indonesia. MICE Tourism in Indonesia is growing because of the state of economic growth, political stability and security that is getting better. This situation has led to an increase in the interest of foreign and local investors to invest in organizing events and just simply participating as a participant in an MICE event (Ditjen Pen, 2011).

The novelty of this research is that there is no research that focuses on business tourism, most research on destination branding from the side leisure tourism. Therefore researcher want to focus on the meeting planners choose a destination for their event MICE.
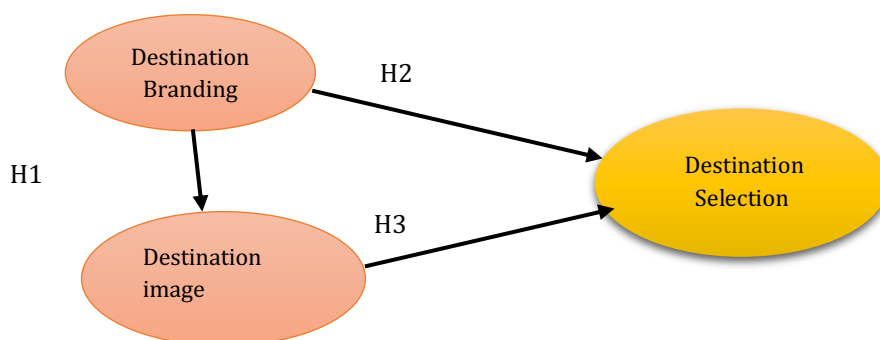
Research hypothesis

Ho = no effect

Ha = there is influence

H1 = is there any influence between variable destination branding to Destination image.

H2 = is there any influence between variable destination branding to Destination selection

H3 = is there any influence between variable destination image to Destination selection

B. RESEARCH METHOD

This section must be written out briefly, concisely, clearly, but adequately so that it can be replicated. This section contains explanation of the research approach, subjects of the study, conducts of the research procedure, use of materials and instruments, data collection and analysis techniques. These are not theories. In the case of statistical uses, formulas that are generally known should not be written down. Any specific criteria used by the researcher in collecting and analyzing the research data should be completely described.

This research was conduc the destinations of Jakarta and Bali as existing destination. Data collection was carried out using distributed   questionare to 165 respondens who have held events MICE at least 3 times. The data obtained were analyzed using structural method, namely a model that describes the relationship that exist between the observed variables. There are the following step (Tenehans *et al* 2005) :

(1) design structural models (inner mode),

(2) design measurement model (auter model),

(3) convert path diagram,

(4) convert path diagrams into equations

(5) estimate parameters

(6) goodness of fit,

(7) hypothesis testing and model interpretation,

Data analysis using the equation formula as below.

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum var \in i}$$

C. RESULTS AND ANALYSIS

Table 1 Hypothesis Testing Results

No	Relationship between variables	Path coefficient	P-value	Note
1	Destination Branding to Destination Image	0,0554	0,272	Not Significant
2	Destination Branding to Destination Selection	0,2260	<0,001	Significant
3	Destination Image to Destination Selection	0,2999	<0,001	Significant

Based on the research result show of proven that Destination Branding has no significant effect on the Destination Image, with a path coefficient of 0.5455 with a value (p-value $0.272 > 0.005$). This means it rejects the hypotheses that have been prepared, because the results of the study show that Destination branding has no significant effect on the destination image.

This research does not support the hexagon branding theory proposed by Anholt (2007) Based on the reseacwith 6 main elements such as presence, which is the status of the city in the eyes of the international world and how far the city is known by citizens in the world, place means public perceptions about the physical aspects of a city like the public feels comfortable when doing a city tour, the arrangement of a beautiful city and the climate in the city, the pulse (spirit) of the city shows the nuances of the urban lifestyle as the most important part of the city's image and whether the public can easily find interesting things both as visitors and as a resident.

While people, they feel friendly with the locals, they make it easy to exchange cultures and languages and feel safe in the surrounding environment. Potential economic and educational opportunities offered to visitors, employers, easy to find work, good location for business and a good place to get a higher education qualification. While pre-requisite public potential for a city such as like to live there, available accommodation, easy access and fulfillment of needs such as infrastructure, etc.

The results of this research support the research that conducted by Jannah *et al*, (2014) which states that destination branding has no significant effect on destination image, meaning that even though Destination Branding is good or an attractive tagline such as Bali is the island of gods and Enjoy Jakarta, thus, empirical evidence is sufficient to accept the hypothesis that it is not significant. But it is different from the results of research that conducted by Prilenska (2012); Bjorne (2013); Riza *et al.* (2012) Aksu *et al.* (2009) and Kavaratzis (2007). which states that destination branding has a significant effect on the destination image.

The results of the GSCA analysis have proven that Destination Branding has a significant effect on destination selection with a path coefficient of 0.2660 and a p-value <0.001. Thus, there is support to accept the hypothesis that destination branding has a significant effect on destination selection. Positive path coefficient values indicate that the MICE destination attribute has a positive influence on destination selection.

The decision of H4 that submitted empirically is proven, therefore it can be interpreted that there is a significant influence of destination branding on destination selection. Positive estimation values indicate that the more good destination branding in a MICE destination than the better influence of that destination selection.

The research finding supported the research of Malik (2016) who stated that there is a significant influence of destination branding toward destination selection in the context of tourist business. The results of this study also reinforce the results of previous studies by Wandari.

The results of the descriptive statistical analysis of the research variables indicate that the average score of the two variables is the destination branding variable of 4.22, it included in the very high category and the average destination selection of 4.11. Both of these variables have scores that are in the high category, where variations or changes in Destination Branding are also followed by changes in Destination Selection. That causes the effect of Destination Branding on Destination Selection to be significant.

Both of these variables have a significant relationship and influence because Destination Branding describes the location, area or site with the logo, tagline, symbol of the respondent, while Destination Selection describes the decision to choose or not. Therefore, it becomes reasonable if a high Branding Destination is followed by Destination Selection. *Where as the result* have shown that destination image has a significant positive effect on Destination Selection with a path coefficient of 0.299 with a p-value of <0.001. Thus, it is supported the hypothesis which stated that "Destination Branding has a significant effect on Destination Selection". Positive coefficient values have a positive effect toward Destination Selection.

The research finding supported the theory of (Crompton, 1979) which states that destination images are a set of beliefs, ideas, impressions that people have about a place or destination. The results of this research support and confirm the research of Schiffman and Kanuk (2008) which stated that 5% images are images, portraits owned by people, companies, organizations and products. Oppermann and Chan (2002) stated that image is a factor that determines delegation or in the decision making process. Bozbay (2008) found that the variabel destnation branding terhadap between destination images has a significant relationship.

The results of the descriptive statistical analysis of the research variables indicate that the average score of the two variables is the destination imageincluded in the high and the average category Both of these variables both have scores that included in the high category, where variations or changes in destination image are also followed by changes in selection. This is what causes the influence of the Destination Image toward Destination Selection become significant.

Both of these variables have a significant influence relationship because the destination image describes the conditions, the real situation at the destination, while the Destination Selection describes the decision to be taken to choose a destination. Therefore, it becomes reasonable if a good Destination Image tends to do a good Destination Selection.

While item (Y2.1.3) policy 38.1% stated that the respondent does not need a destination policy. While 61.9% said they need a destination policy. Respondents who stated that they did not need a destination policy mostly came from corporate meetings and travel incentives, while those who needed the availability of audiovisual equipment came from the conference and exhibition sectors.

D. CONCLUSION

The results of theis study indicate between the destination branding to destination image variable with a path coefficient value of 0.0554 with --value < 0,272 stated that relationship between destination branding variable to destination image no significant at level 5%. . This show that the increase destination branding does not affect the destination image, as well as relationship between destination branding to destination selection with a path coeffisient value of 0, 2260 , p-value <0.001

stated that relationship significant at level 5%. This show that the increase selection destination. While destination image to destintion selection with a path coefficient value 0, 299 with p-value <0,0001 stated relationship significant tat level 5%.

Any suggestion for Stakeholders , It is expected that the stakeholders in the destination, prepare the branding needed by the MICE industry, create a positive destination image, develop human resources so that they can compete with other MICE destinations.

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Text citations: (Anwar et al., 2016) or (Aizid, 2016) or (Nugrahanto, 2015) (Abor & Bokpin, 2010; Cretu & Brodie, 2007; Jensen & Meckling, 1976; Ross, 1977) or (Rahmawati et al., 2019, p. 113) (for quoted material). Please note that names within parentheses should appear in alphabetical order, NOT listed chronologically.

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