

THE INFLUENCE OF DESTINATION BRANDS, TOURIST FACILITIES, AND BRAND ATTACHMENTS TOWARDS BRAND LOYALTY OF VISITORS TO THE ACEH TSUNAMI MUSEUM

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Abstract

This research aims to analyze the influence of brand destinations, tourist facilities and brand attachments on the brand loyalty of visitors to the Aceh Tsunami Museum. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The respondents in this research were 100 visitors to the Aceh Tsunami Museum. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that partially the Destination Brand has a positive and significant effect on the Brand Loyalty of Visitors to the Aceh Tsunami Museum. Partially, tourist facilities have a positive and significant effect on brand loyalty for visitors to the Aceh Tsunami Museum. Partially, Brand Attachment has a positive but not significant effect on Brand Loyalty for Visitors to the Aceh Tsunami Museum. Simultaneously, it shows that the Destination Brand, Tourist Facilities, and Brand Attachments have a significant influence on the Brand Loyalty of Visitors to the Aceh Tsunami Museum.

Keywords : *Brand Loyalty, Brand Destination, Tourist Facilities, And Brand Attachment*

1. INTRODUCTION

The tourism industry in Indonesia shows a trend in service businesses increasingly developed and taken into account. Tourism in Indonesia is sectors that are considered important and strategic, this was proven in 2009 The tourism sector ranks third in terms of foreign exchange earnings after oil and natural gas commodities as well as palm oil. Reinforcement of reception foreign exchange is quite reasonable because the tourism sector in Indonesia has developed since a long time ago. The arrival of the Dutch in the 19th century to Indonesia, made Indonesia, which was originally referred to as the Dutch East Indies region, began developed into a tourist attraction from a nation with many characteristics hotels have sprung up for tourists to stop by. That time, to be exact on July 1, 1947, HONET (National Hotel and Tourism) was formed by government to revive the tourism sector in Indonesia. Visiting a place associated with violence, disaster Natural or man-made disasters are not a new phenomenon. At the moment, more and more tourists are interested in visiting this place, such as a place where disasters occur due to earthquakes, tsunamis, wars and events other dark. This phenomenon is experiencing an increase in popularity and people increasingly enjoy the experience you get when visiting a place that offers darkness or a place that reminds them tragedy that makes visitors feel sadness in comparison a place that offers the beauty of its place. Remembering that Indonesia is one of the countries with potential major natural disasters, public awareness of this is necessary increased as an effort to anticipate. Actually tourist visits can be done improved and built by providing satisfaction so that loyalty occurs brand or brand loyalty to tourists. but tourist facilities too is really needed in managing the Aceh Tsunami Museum to ensure loyalty visitors are increasing, due to the lack of adequate facilities the world of tourism will be bland, what is even more fatal is that a destination will not be will again be visited by tourists without adequate tourist facilities.

Brands Tourist destinations must also be maintained, because they maintain the trust of tourists, maintaining comfort, security and satisfaction of visitors will be able to increase the sense of loyalty of visitors so that tourists will themselves promote tourist locations to colleagues, friends and relatives. so that impact on brand loyalty of tourists. comfort and experience Attraction to

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tourist attractions can influence brand loyalty to a tourist attraction tourism spot. This is shown by the ratings made by tourists (Makanyeza and Cikazhe, 2017). The loyalty of tourists has also been created giving tourists the opportunity to recommend tourist attractions they prefer the people closest to them to visit. the more The higher the positive level of brand loyalty, the higher the destination level branding. Kavaratsiz (2008) explains that tourism destinations branding is one of the trends in city branding by creating a city or region as a tourist destination or city for local communities and national, and allows a city to manage potential tourism that is owned in the region as an identity and characteristic unique to the area, in order to build an identity or brand competitive in an area that is specifically a tourist destination and place who want to attract tourists. This is where tourist destination brand management comes in It is also hoped that it can play a role in creating a brand with good value demonstrate image and reputation by fulfilling trust with tourists. That way, brand destination is not just an identity or brand but is able to cover all government and stakeholder efforts to develop and communicate the potential and value of a region to audience. Brand destination is one of a marketing strategy region or area includes districts or cities for positioning with strong and globally representative (Kavaratzis, 2008).

Destination brands too become an identity for a region by displaying all its potential he has. As one of the regional tourism marketing strategies, then The identity and tagline are designed based on the real potential of the region all its uniqueness. Brand destination is an effort to building a brand in a certain area so that it can form an image regions locally and globally. A good and good destination is a destination that must be able to provide tourist facilities that suit the needs of visitors to provide convenience and meet their needs during their visit. Ability to provide tourist facilities, making visitors comfortable when visiting. According to (Nuridin Hidayah, 2019:153) Tourism Facilities are all tourist support facilities that are specifically provided to serve tourism activities for visitors to tourist destinations so that they get quality experiences such as accommodation, restaurants and information centers. Creating brand loyalty can be done by creating a positive perception in consumers' minds regarding the product. One of several marketing concepts that can be used to influence consumers' emotional side is through brand attachment. Brand attachment is according to (Kumar & Nayak, 2019) the strength of the bond connecting the brand with itself. Indonesia has many tourism objects, tourism in Indonesia is not only natural tourism, cultural tourism, but also historical tourism.

The uniqueness of historical tourism is quite reasonable because Indonesia is a former colony of European countries and Japan which indirectly left behind a lot of important history for the Indonesian people from Sabang to Merauke. Indonesia as a tourist destination is increasingly becoming a choice for international tourists, while domestic tourists are also growing more increasing. Regarding tourist destinations, Indonesia has a memorial tourist destination in Aceh that has received quite a lot of attention, namely the Aceh Tsunami Museum. The Aceh Tsunami Museum is one of five sites related to the tragedy of the Aceh tsunami disaster that occurred in 2004. Other sites that were also built to commemorate the tsunami disaster include: Tsunami Education Park, Lampulo Floating Ship, Aceh Thanks To The World Monument and Tsunami Inundation Monument (Nazaruddin & Sulaiman, 2013). The construction of the Aceh Tsunami Museum not only aims to commemorate the tsunami disaster where the museum displays many photographs, documentaries and electronic simulations of earthquakes and tsunamis, but this museum is also used as an evacuation center if a tsunami or other disaster at any time occurs again. This museum is one of three tsunami museums in the world. Other museums include the Pacific Tsunami Museum in Hilo, Hawaii and International Tsunami Museum in Khao Lak, Thailand.

2. IMPLEMENTATION METHOD

This research was conducted on visitors to the Aceh Tsunami Museum. The focus of this research involves visitors visiting the Aceh Tsunami Museum using variables such as brand destination, tourist facilities, and brand attachment to analyze the impact on brand loyalty at the

Aceh Tsunami Museum. The population used in this research were visitors to the Aceh Tsunami Museum. To obtain a sample that can represent the population, a non-probability sampling method is used. and the sampling method in this research is purposive sampling. In this research, the author used the Slovin formula to determine the appropriate sample size. According to Hidayat (2017), the Slovin formula is a formula or formula for calculating the minimum sample size if the behavior of a population is not known with certainty. the error tolerance limit is expressed as a percentage. If the error tolerance is smaller, the more accurately the sample describes the population. The research carried out will take an error limit of 10% which has an accuracy rate of 90%. The population that will be used in this research is taken from the number of visitors to the Aceh Tsunami Museum in 2022. So, the number of samples that will be taken for this research is based on the Slovin formula, namely 100 visitors to the Aceh Tsunami Museum. The technique used in this research is multiple linear regression analysis which aims to determine the influence of brand destination variables, tourist facilities and brand attachment on the dependent variable, namely brand loyalty. This analysis was processed using SPSS version 25. The multiple linear regression equation used in this research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The outcomes of the partial regression analysis in this study are presented in the following table:

Table 1. Results Partial Regression Analysis

<i>Variable</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>			
<i>(Constant)</i>	6,241	2,605		2,396	0,019
Brand Destination	0,252	0,110	0,227	2,296	0,024
Fasilitas Wisata	0,331	0,096	0,320	3,428	0,001
Brand Attachment	0,140	0,097	0,142	1,433	0,155

Source: Data Processed (2023)

Based on the results of the partial regression analysis in the table above, the following conclusions were drawn:

1. The t test results show the sig value. the Brand Destination variable is 0.024 and the t count value is 2.296. because the Sig value. $0.024 < 0.05$ and t count $2.296 > t$ table 1.98472, then according to the basis for decision making in the t test it can be concluded that H01 is rejected and Ha1 is accepted, or in other words the Brand Destination variable partially has a positive and significant effect on Brand Loyalty.
2. The results of the t test show that the sig value of the Tourism Facilities variable is 0.001 and the t value is 3.428. Because the Sig value. $0.001 < 0.05$ and t count $3.428 > t$ table 1.98472,

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then according to the basis for decision making in the t test it can be concluded that H02 is rejected and Ha2 is accepted, or in other words the Tourism Facilities variable has a positive and significant effect on Brand Loyalty.

3. The results of the t test show that the sig value of the Brand Attachment variable is 0.155 and the t value is 1.433. Because the Sig value. $0.155 > 0.05$ and t count $1.433 < t$ table 1.98472, then according to the basis for decision making in the t test it can be concluded that H03 is accepted and Ha3 is rejected, or in other words the Brand Attachment variable partially has a positive but not significant effect on Brand Loyalty.

The coefficient of determination test (R^2) is used to find out how much the size of the dependent variable (endogenous) can be explained by variations in the variables free (exogenous). Or in other words, the R^2 value is useful for predicting or seeing how much influence the exogenous variables simultaneously (together) contribute to the endogenous variables. The results of the coefficient of determination test in this study are presented in the following table:

Table 2. Result Coefficient of Determination Test

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0,525 ^a	0,276	0,253	1,935

Source: Data Processed (2023)

The coefficient of determination test results in the table above show that the Adjusted R Square coefficient value obtained is 0.253 or equal to 25.3%. This figure means that the Brand Destination, Tourist Facilities, Brand Attachment variables are sufficient to provide the information needed to predict the dependent variable, namely the Brand Loyalty variable. Based on the results of the research that has been carried out, the following multiple linear regression equation is obtained:

$$Y = 6,241 + 0,252X_1 + 0,331X_2 + 0,140X_3$$

Based on the results derived from the multiple linear regression equation above, the outcomes are outlined as follows:

1. The constant value (a) at 6.241 shows that if the variables Brand Destination (X_1), Tourist Facilities (X_2), Brand Attachment (X_3), do not change or are equal to 0, then Brand Loyalty (Y) has a value of 6.24.
2. The Brand Destination variable (X_1) has a positive coefficient of 0.252. A positive coefficient value indicates that Brand Destination (X_1) has a positive effect on Brand Loyalty (Y). This means that if other variables have constant values and Brand Destination (X_1) increases by 1%, Brand Loyalty (Y) will increase by 0.252%.
3. The tourist facilities variable (X_2) has a positive coefficient of 0.331. A positive coefficient value indicates that tourist facilities (X_2) have a positive effect on Brand Loyalty (Y). This means that if the other variables have constant values and Tourist Facilities (X_2) increase by 1%, then Brand Loyalty (Y) will increase by 0.331%.
4. The Brand Attachment variable (X_3) has a positive coefficient of 0.140. A positive coefficient value indicates that Brand Attachment (X_3) has a positive effect on Brand Loyalty (Y). This means that if the other variables have constant values and Brand Attachment (X_3) increases by 1%, then Brand Loyalty (Y) will increase by 0.140%.

Based on research conducted regarding the influence of brand destination, tourist facilities, and brand attachment on the brand loyalty of visitors to the Aceh Tsunami Museum, the results showed that the variable that had the highest influence was tourist facilities at 0.331. while the variable that has the smallest influence is brand attachment at 0.140.

3.2 Discussion

The influence of Brand destination on Brand loyalty

Based on the results of the research that has been carried out, the value of Sig. $0.024 < 0.05$ and tcount $2.296 > t_{table} 1.98472$, then according to the basis for decision making in the t test it can be concluded that H01 is rejected and Ha1 is accepted, or in other words the Brand Destination variable partially has a positive and significant effect on Brand Loyalty. The Destination Brand at the Aceh Tsunami Museum is high, so Brand Loyalty will also be high. In accordance with the decision, the results of the acquisition of the influence of the destination brand on brand loyalty are in line with the results of research conducted by Darwin Yuwono Riyanto "The Influence of Destination Image and Destination Branding on Interest in Visiting East Java Marine Tourism". The research results found that Destination Branding had a significant and positive effect on Visiting Interest.

The influence of tourist facilities on brand loyalty

Based on the research that has been carried out, the Sig value is obtained. $0.001 < 0.05$ and tcount $3.428 > t_{table} 1.98472$, then according to the basis for decision making in the t test it can be concluded that H02 is rejected and Ha2 is accepted, or in other words the Tourism Facilities variable has a positive and significant effect on Brand Loyalty. The tourist facilities at the Aceh Tsunami Museum are high, so Brand Loyalty is also high. The results of this research are also supported by research conducted by Indri Hastuti Listyawati (2019), the test results show that the tourist facility variable has a significant influence on tourist loyalty.

The Influence of Brand Attachments on Brand Loyalty

Based on the research that has been carried out, the Sig value is obtained. $0.155 > 0.05$ and tcount $1.433 < t_{table} 1.98472$, then according to the basis for decision making in the t test it can be concluded that H03 is accepted and Ha3 is rejected, or in other words the Brand Attachment variable partially has a positive but not significant effect on Brand Loyalty. Based on the results of this research, it shows that there is no influence of Brand Attachment on Brand Loyalty because the Aceh Tsunami Museum is able to create a bond between visitors and the brand, however visitors feel that there is no compatibility between themselves and the Aceh Tsunami Museum. The suitability of visitors to the Aceh Tsunami Museum is still lacking in creating repeated and continuous visiting behavior towards the Aceh Tsunami Museum, and cannot trigger the growth of feelings of disinterest in other tourism besides the Aceh Tsunami Museum. This does not indicate the loyalty of visitors to the Aceh Tsunami Museum. This research is not in line with research conducted by Muhammad Johan Widikusyanto "The Role of Brand Attachment in Building Customer Loyalty" that brand attachment has a positive effect on brand loyalty.

4. CONCLUSION

The research results show that the destination brand and tourist facilities have a positive and significant effect on brand loyalty. while brand attachment has a positive but not significant effect on brand loyalty.

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