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**THE INFLUENCE OF HALAL TOURISM DESTINATION BRANDING ON VISITORS' SATISFACTION AND REVISIT INTENTION**  
**(A Study of Domestic Tourist in Lombok, West Nusa Tenggara)**

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**Abstract**

This study aims to examine the influence of halal tourism destination branding on visitors' satisfaction and revisit intention at Lombok, West Nusa Tenggara Province. This study uses a quantitative explanatory approach. Population of respondent in this study is tourist who are visiting Lombok. The data were obtained using a questionnaire addressed to 100 tourists who visited Lombok for a holiday reason. Analysis of data used Path analysis method. The results of this study are: (1) halal tourism destination branding has a positive influence on visitors' satisfaction, (2) visitors' satisfaction directly influences revisit intention, (3) halal tourism destination has a influence on visitors' revisit intention through visitors' satisfaction. Destination brands provide the link between visitors and destination management organisations; tourists may or may not develop a degree of loyalty to destinations as brands Destination brands provide the link between visitors and destination management organisations; tourists may or may not develop a degree of loyalty to destinations as brands

**Keywords: Halal Tourism, Destination Branding, Visitor Satisfaction & Revisit Intention.**

**INTRODUCTION**

In the era of globalization, tourism has become one of the sectors that has contributed significantly to each country's development and growth. Tourism is an industry which growth rapidly and has a change from a secondary need (luxury needs) to a primary need (basic needs). According to World Tourism Competitiveness Ranking, as reported by World Economic Forum, Indonesia continues to grow up every year. In 2014, Indonesia got 70th position. However, in 2019, Indonesia's tourism competitiveness is in 40th position. It means, Indonesia is moving up 30 positions within five years. This ranking is above the other developing countries in Southeast Asia such as Brunei (72), Vietnam (63), Philippines (75), and Cambodia (98). This shows that there is intense competition in the field of tourism from each country (Calderwood & Soshkin, 2019).

For developing countries like Indonesia and several countries in Southeast Asia, tourism has become a potential sector to be developed as a source for increasing regional income. In

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Indonesia, tourism can make a positive contribution to the national economy. The tourism sector also has a strategic role in creating added value for the national economy. That is because Indonesia has potential tourism resources. Indonesia has a lot of natural and cultural attractions to be developed as tourist destinations. In 2017, the tourism sector has become a priority to developed. To support the development of tourism in Indonesia, the Ministry of Tourism (Kemenpar) has released ten new tourism destinations with new branding. Those tourist destinations with the new branding are: (1) Bandung (West Java); (2) Great Bali (Bali); (3) Great Jakarta (DKI Jakarta); (4) Great Kepri; (5) Joglosemar (Jogja-Solo-Semarang) Central Java and DI Yogyakarta; (6) Coral Wonders (Wakatobi - Bunaken - Raja Ampat); (7) Medan; (8) Makassar; (9) Lombok; and (10) Banyuwangi.

The launching of the 10 new tourism destinations as an effort to align sub-brands (destination branding) with master-brands (Wonderful Indonesia), thereby strengthening the

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positioning of the 'Wonderful Indonesia' master-brands, while creating synergy between the center and the regions to promoting Indonesian tourism in every destination for the international scope (Kemenpar, 2019). Those new brand launched are including: (1) Colorful Medan; (2) Wonderful Riau Island; (3) Enjoy Jakarta; (4) Stunning Bandung; (5) Java Cultural Wonders; (6) Majestic Banyuwangi; (7) Bali the Island of Gods; (8) Friendly Lombok; (9) Explore Makassar; and (10) Coral Wonders for Bunaken, Wakatobi and Raja Ampat.

Those destinations that were given the name of the new branding, consists of tourist destinations from different provinces. The following are data on the number of domestic tourist arrivals in each of these provinces.

**Table 1. Number of domestic tourist (BPS NTB, 2019)**

Province	2016	2017	2018
North Sumatera	10.305.972	10.579.452	11.586.299
Jakarta	13.779.837	15.707.590	17.112.629
West Java	44.611.468	44.135.344	52.704.428
Central Java	42.433.954	40.987.646	45.281.856
East Java	44.379.219	44.485.454	54.484.015
Bali	9.090.015	9.225.349	7.874.018
West Nusa Tenggara (NTB)	3.133.118	4.164.937	3.291.147
South Sulawesi	9.465.868	9.865.926	10.073.934
North Sulawesi	2.628.569	2.767.320	4.075.993
Riau	4.030.132	4.122.202	4.778.397

According to Table 1. Most of the destinations have an increased number of tourist, but not for Bali and NTB. The number of domestic tourist arrivals in Lombok in 2018 decreased by approximately 27% compared to the previous year, when other tourist destinations in different province has an increase in the number of tourist visits. As a province with the lowest number of visits compared to othes province with new destination branding, NTB actually has tourism potential that can be developed. One of the tourist destinations developed with the branding is Lombok. As per 2016, Local Government Regulation of West Nusa Tenggara releases Halal Tourism as a new destination

branding in Lombok tourism. The reason for this policy is the government's awareness about a new tourism trend called 'Halal Tourism' or 'Halal Tourism' which attracts many foreign tourists from Muslim-populated countries, such as the Middle East (Firdausi, 2017, p. 53).

In line with new destination branding launched by Wonderful Indonesia, since 2016, West Nusa Tenggara government rises halal tourism with 'Friendly Lombok' as new branding. Through the new branding, the government expected to reach a target of 3 million or more by the government and NTB national and international tourists visiting NTB. The 'Friendly Lombok' as a halal tour branding is a friendly tourist destination for universal tourists and Muslim tourists. In addition, halal tourism is a destination that is rich in comfort in terms of facilities, services and people. Furthermore, 'Friendly Lombok' is a tourist destination brand that supports the Muslim life of the surrounding communities that can be implemented well in Lombok. According to Boediman (2017) that the concept of 'Halal' in Halal Tourism is not used to impose limitations or force anything on anyone to follow it, but rather as a halal life style that is promoted to be able to attract anyone (tourists or visitors) who want to try it.

That new destination branding 'Friendly Lombok' is expected to increase the number of tourists. This because with halal tourism, it can provide a variety of tourist destinations in providing many choices and alternative tourist destinations, making tourists tend to travel to explore new for new experiences. A measurement of visitor satisfaction is one of important aspect in tourism because it provides useful information for companies, managers, shareholders, investors, governments, and consumers. That is why destination branding has an impact on tourism development which will affect the level of tourist visits. It is also influenced by visitor satisfaction when visiting a destination, in this case is Lombok selection as tourism destination.

. Visitor satisfaction is also related to revisit intention because it will affect the level of tourist



visits in the future. The level of visitors' revisit intention in several destinations is unstable, including the tourist visit in Lombok. So knowing the level of visitor satisfaction can help in carrying out the branding strategy. To attract and increase visitors' revisit intention to Lombok, related parties such as government and tourism business owner certainly need to make a strategy and effort. Therefore, the NTB government raised halal tourism with 'Friendly Lombok' as its local destination branding. Through the program, the government expects a target 3 million for domestic and international tourist to visit NTB (Diskominfontb, 2017).

In this study, the positivistic paradigm is used by researchers, by having the view that communication is a linear process or a causal process that reflects the efforts of the sender of the message to change knowledge of recipients of messages (communicants) that tend to be passive, so they want to follow, obey, or at least approve the message delivered by the communicator (Ardianto, 2009). Based on this background, this study aims to determine the revisit intention of the visitor based on the destination branding through visitor satisfaction. Thus this study has the following hypotheses :

H1 : Destination Branding has positive and direct impact to Visitor Satisfaction

H2 : Destination Branding has positive and direct impact to Revisit Intention

H3 : Destination Branding has positive impact to Revisit Intention through Visitor Satisfaction

## LITERATURE REVIEW

In tourism, branding has become a destination that has developed in recent decades with many conceptualizations that focus on various brands (Barnes, et al., 2014, p. 121). Destination branding is defined as, name, symbol, logo, word mark or other images that can identify and distinguish a destination; the rest, promising a tourism experience that can be remembered because of the uniqueness of a destination and serves to strengthen the memories, memorable memories of a destination experience (Ritchie & Ritchie, 1998). Destination

branding is built from several factors, such as history, art, culture, politics, geography, with the help of government and stakeholders in sharpening a brand.

Margon and Pritchard (Bungin, 2015, p. 79) said that making a successful destination branding should make a brand; 1) Trustworthy. 2) Deliver a message. 3) Different from other brands. 4) Become the media to deliver a strong idea. 5) Excite stakeholders and partners. 6) Vibrate travelers. To build a destination branding is an important issue in order to create a strong branding at a tourist site. Therefore, a tourist destination needs to pay attention to destination branding, so that it can form a good image to tourists and can increase the number of tourist visits.

Destination branding contains elements in branding, which also means an outline in developing strategies as well as an evaluation framework for assessing the effectiveness of branding of a tourist destination (Dewi, 2011). These elements are as follows: (1) Image, (2) Recognition, (3) Differentiation, (4) Brand message, (5) Consistency, (6) Emotional response, (7) Creating expectation. Those elements are chosen as operational definition which are used as reference for questionnaire.

In this research, destination branding is associated with visitors's satisfaction. According to Kotler (2012, p. 70) visitors' satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products and services thought against the expected performance (results). Tourist satisfaction is desires, hopes and needs. Tourists can assess the results of services or services provided by service providers or services. Where the results produced by the service provider or service exceeds the expectations or expectations of customers, it is said to be satisfactory, and if it does not exceed expectations, then it is not satisfactory and the service can be ascertained to be ineffective and inefficient. EDT has been proposed by Oliver (in Mohd. Ariffin et al, 2011). This theory is also used in business and tourism



research. EDT can be conceptualized in four stages as follows:

- 1) The first stage is product expectations. At the expectation stage, each consumer has a different level of knowledge about a product, which leads to different product performance estimates.
- 2) The second stage is the perceived performance in which each consumer develops a particular attribution to product performance.
- 3) The third stage is disconfirmation, where the perceived product performance is compared to their initial expectations. Confirmation occurs when there is a difference between initial expectations and actual performance that leads to satisfaction or dissatisfaction among consumers.
- 4) The final stage is satisfaction where the measurement of product performance felt by individual consumers determines whether it is in line with expectation

In connection with the discussion of Halal Tourism, it will also be or can be related to the intention of someone to make a revisit to Lombok for a vacation. Fishbein and Ajzen (1975) define intentions or intentions as subjective probabilities that a person has to perform certain behaviors. Intention will remain a tendency to behave until the right moment an attempt is made to change that intention into behavior (Ajzen, 2005). The concept of a revisit intention can also be demonstrated by a desire to recommend, which means tourists express a desire to return to a destination and make recommendations to other friends because they have satisfaction in their travel experiences and this satisfaction experience will be a marketing part of the mouth word of mouth and customer loyalty (Robertson and Regula, 1994: 174). Ajzen and Driver (1992) proposed a two-dimensional scale to measure the intention of tourist visits and these two dimensions generally refer to personal intuition and willingness to make recommendations.

## METHOD

Data were collected during November 2019 from visitors who visited Lombok for holiday reason. This survey used a non probability sampling approach. A total of 142 questionnaires were given out and all were returned, among which, 100 were used for data. The respondents profile can be seen on Table 2. This research instrument used five point Likert-type scale, ranging from 1 = strongly disagree to 5 = strongly agree. The scale was used to obtain information about the influence of destination branding, visitors' satisfaction and revisit intention. A total of 15 questions were developed and used to obtain data.

**Table 2. Respondent Profile**

Variable	Frequency	Percentage
Age		
18-25	30	30
26-35	45	45
>35	25	25
Education		
High school	5	5
College degree	12	12
University degree	83	83
Occupation		
Student	3	3
Private company employee	44	44
Public service	6	6
Entrepreneur	46	46
Unemployment	1	1
Others	0	0
Income		
Rp. 0 – Rp. 3.000.000	13	13
Rp. 3.000.001 – Rp. 7.000.000	18	18
> Rp. 7.000.001	69	69
Province of Origin		
DKI Jakarta	18	18
East Java	17	17
West Java	8	8
West Borneo	8	8
Aceh	8	8
Others	44	44

## FINDINGS AND DISCUSSION

### Descriptive Data Analysis

According to Table 3, the overall average value of destination branding (DB) variable indicator is 3.65. This average value revealed that based on the results, halal tourism destination branding in Lombok gives a good impression on





visitors' perception. This conclusion is based on the results of seven destination branding indicators: image, recognition, differentiation, brand messages, consistency, emotional response, and creating expectation.

**Table 3. Destination Branding (DB) Frequency Distribution**

No	Question	f	Score					Mean	Category
			SD	D	N	A	SA		
1	Lombok NTB halal tourism has a good image	f	1	6	25	47	21	3.81	High
2	I know Lombok NTB has halal tourism	f	2	8	22	51	17	3.74	High
3	Halal tourism in Lombok NTB is unique and different compared to other regions	f	1	5	32	52	10	3.66	High
4	I understand the concept of halal tourism that applied in Lombok NTB	f	0	6	30	51	13	3.71	High
5	Lombok NTB tourism actors are consistent in carrying out halal tourism	f	1	10	34	44	11	3.54	High
6	I will recommend Lombok NTB halal tourism to friends and family	f	2	10	28	49	11	3.57	High
7	My travel experience is enjoyable because of halal tourism	f	3	9	30	44	14	3.56	High
DB Variable Average Value								3.65	High

According to Table 4, the overall average value of visitors' satisfaction (VS) variable indicator is 3.63. This values indicates that most of visitor feels satisfied when traveled to Lombok. This conclusion is based on the results of four indicator of VS: expectation, experience, comparing expectation with experience, satisfaction.

**Table 4. Visitor Satisfaction (VS) Frequency Distribution**

No	Question	f	Score					Mean	Category
			SD	D	N	A	SA		
1	Halal tourism in Lombok NTB is able to meet my expectation	f	4	7	34	45	10	3.49	High
2	I enjoyed my travel experience in Lombok NTB	f	3	8	25	46	18	3.68	High
3	My vacation to Lombok was better than I expected	f	1	5	34	39	21	3.75	High
4	I feel satisfied when traveling in Lombok NTB	f	1	9	27	53	10	3.62	High
VS Variable Average Value								3.63	High

Based on table 5 the overall average value of visitors' revisit intention (RI) variable indicators is 3.66. This average value reflected that most visitors have an intention to revisit Lombok NTB in the future. It can be looked from the result of two indicators: personal intuition and desire to recommend.

**Table 5. Revisit Intention (RI) Frequency Distribution Validity and Reliability Test**

No	Question	f	Score					Mean	Category
			SD	D	N	A	SA		
1	I am willing to visit Lombok again	f	2	11	29	37	21	3.64	High
2	I want to visit Lombok again for my next vacation	f	0	10	28	47	15	3.67	High
3	I would recommend others to travel to Lombok NTB	f	2	6	28	46	18	3.72	High
4	I will invite my friends or family to travelling in Lombok NTB	f	3	4	36	41	16	3.64	High
RI Variable Average Value								3.66	High

Validity test in this research used using external validity with the Pearson formula to find the correlation coefficient by comparing several measurement results from the same population at different times or by different studies (Kriyantono, 2014 p. 151). The following are the results of the validity test.

**Table 6. Result of Validity Test**

Variable	Item	Pearson Correlation	r table	Remarks
Destination Branding (DB)	1	0,570	0,349	Valid
	2	0,480	0,349	Valid
	3	0,587	0,349	Valid
	4	0,579	0,349	Valid
	5	0,579	0,349	Valid
	6	0,602	0,349	Valid
	7	0,446	0,349	Valid
Visitor Satisfaction (VS)	1	0,763	0,349	Valid
	2	0,677	0,349	Valid
	3	0,627	0,349	Valid
	4	0,636	0,349	Valid
Revisit Intention (RI)	1	0,510	0,349	Valid
	2	0,621	0,349	Valid
	3	0,782	0,349	Valid
	4	0,773	0,349	Valid

In addition, reliability tests are measured using Cronbach's alpha should be higher than 0.7 as be seen on table 7. below which means those all three variables are consistent and reliable.

**Table 7. Result of Reliability**

Variable	Cronbach's Alpha
Destination Branding (DB)	0,672
Visitor Satisfaction (VS)	0,636
Revisit Intention (RI)	0,643

**Hypothesis Testing**

In this study, data analysis used path analysis and its consists of two equations, namely (1) the equation describing the relationship between Destination Branding (X) to Visitor Satisfaction (Y1) and (2) the equation describing the relationship between Destination Branding (X) and Visitor Satisfaction (Y1) of the Revisit Intention Variable (Y2).

**Table 8. Result of Path Analysis**

Model	Variable		Path Coefficient	Remarks
	Exogenous	Endogenous		
1	Destination Branding (X)	Visitor Satisfaction (Y1)	0.747	Significant (+)
2	Destination Branding (X)	Revisit Intention (Y2)	0.209	Significant (+)
	Visitor Satisfaction (Y1)		0.710	Significant (+)
Coefficient of Determination ( $R^2$ ) Model 1 = 0.558 (55.8%) Coefficient of Determination ( $R^2$ ) Model 2 = 0.769 (76.9%) F-Table Model 1 = 3.938 F-Table Model 2 = 3.090 t-Table Model 1 = 1.984 t-Table Model 2 = 1.985				

According to Table 8. can be known the results of estimation and hypothesis testing simultaneously. In model 1 it is known that the calculated F value is 123.96 with significance of 0.000. Because the significance value is smaller than alpha (0.05), the statistical hypothesis states that  $H_0$  is rejected, it means that Destination Branding (DB) has a significant effect on Visitor Satisfaction (VS), that is, with a Coefficient of Determination ( $R^2$ ) or a large effect simultaneously at 0.558 (55.8%). In line previous research conducted by Khamwon (2015) whose the results show that destination branding with Thai cultural tourism as a selling point to attract tourist visits has a positive relationship with satisfaction. The development of destination branding is considered as one of the marketing interventions needed.

The results of this study are also consistent with research conducted by Puh (2014), that study explores the extent to which destination

branding influences tourism satisfaction because creating a good destination branding can make tourism experience more visits and also affect greater tourist satisfaction. Destination branding is a branding concept that aims to improve the quality of a tourist destination's brand. When someone has the intention to travel to a destination, he will look for information about interesting tourist destinations. This is when the role of destination branding is needed. Through a good branding strategy, the local government or tourism industry players, build an image, provide an overview, and give exposure to what consumers will get when visiting a destination they have. Related to this study, tourists who have a positive perception of the destination of halal tourism in Lombok, then get high satisfaction during a tour in Lombok. Otherwise, if tourists have a negative perception of the destination of halal tourism in Lombok, then they tend to have a sense of dissatisfaction or feel unhappy during the tour. So, based on data analysis result, it can be concluded halal tourism Destination Branding (DB) has positive and direct impact to Visitor Satisfaction (VS). It means  $H_1$  is accepted.

Next is  $H_2$  result, that is the relation between Destination Branding of halal tourism (DB) and Revisit Intention (RI). According to Table 8. it can be seen the results of estimation and hypothesis testing on the Destination Branding (DB) and Revisit Intention (RI) where the path coefficient obtained is 0.209 (positive value) with significance value of 0.005. Because the significance value is smaller than alpha (0.05), the statistical hypothesis states  $H_2$  is accepted, meaning that Destination Branding (X) has a significant positive effect on Revisit Intention (Y2).

The results of this study supports the findings of previous studies conducted by Mujihestia, Troena, & Hussein (2017) which examined the relationship between the role of city image with visitor satisfaction and visitor revisit intention which revealed that city image had a positive and significant effect on visitor revisit intention. This means that a memorable city image is very important to influence visitor



perceptions and enhance revisit intention behavior. Revisit intention is considered as a visitor's assessment of the possibility to revisit the same destination. There are several reasons that influence the visitor's assessment to re-visit the same destination, namely the visitor's emotion towards a destination matches his suitability, memory, and experience. Associated with this study, tourists who have a positive perception of the destination of halal tourism in Lombok, then have a high revisit intention. Conversely, if tourists have a negative perception of the destination of halal tourism in Lombok, then it tends to have a low revisit intention. With this result, it can be seen that halal travel destination branding directly affects revisit intention. Destination Branding has positive and direct impact to Revisit Intention and it means H2 is accepted.

**Table 9. Indirect Effect Test Result**

Indirect Effects	Calculation	Result	Sig Sobel	Remarks
Destination Branding (X) to Revisit Intention (Y2) through Visitor Satisfaction (Y1)	0.747 x 0.710	0.530	0.000	Significance
Sobel test statistic = 8.018 One-tailed probability = 0.000 Two-tailed probability = 0.000				

From the causal relationship between Destination Branding (X) to Revisit Intention (Y2) through Visitor Satisfaction (Y1) obtained a total determination coefficient of 0.897 or the magnitude of the influence of the path relationship model is equal to 89.7%. Furthermore, to find out how the indirect effect between the Destination Branding (DB) independent variable on the dependent variable Revisit Intention (RI) through the mediation variable Visitor Satisfaction (VS), a mediation analysis is carried out, namely multiplying the path coefficient of model 1 with model 2 and the sobel test to obtain significance or p-value from these indirect effects as seen on Table 9. above. Based on the results of testing the mediation effect using the sobel test, the sobel test value was 0.8018 and the significance value was 0.000. These results provide the conclusion that the Visitor Satisfaction (VS) variable is able to

mediate the influence of Destination Branding (DB) on Revisit Intention (RI). It means H3 is accepted.

According to previous research conducted by Mujihestia, Troena, & Hussein (2017) also examined revisit intention with visitor satisfaction, but with a different X variable, the city image variable. The results prove that visitor satisfaction partially mediates the relationship between city image and tourist's revisit intention. So it can be interpreted that the feeling of visitor satisfaction about the city image can affect the intention of visitors to make a return visit in the future, although based on the results of the path coefficient, the effect of visitor satisfaction as mediation is not as big as the effect of city image. In accordance with the results of this study, tourists who have a positive perception of the halal tourism destination branding in Lombok, then tourists will have a high revisit intention because they have a feeling of high satisfaction towards traveling in Lombok. Otherwise, if tourists have a negative perception of the destination of halal tourism in Lombok, then they tend to have low revisit intention because they also have low satisfaction with traveling in Lombok.

Destination branding is complex, not only because of overlapping services, corporate and product branding but also because of the large number of stakeholders, diverse customer bases and product offerings (Balakrishnan, Nekhili & Lewis, 2008). Destination branding involves elements of product, service, and corporate branding that act as an element that extends to a variety of products that may or may not be related and have a diversity of customers. To build a good destination branding in order to create a destination for tourism, to increase the number of tourists, an appropriate strategy is needed. In accordance with the definition of destination branding, the development and management of a destination, the development of a brand name, logo, or symbol can encourage a destination to compete with other destinations. As discussed in this study is the halal tourism destination branding Lombok which has the tagline 'Friendly



Lombok'. The 'Friendly Lombok' brand positioning as a halal tour is a friendly tourist destination for universal tourists and Muslim tourists. In addition, halal tourism is a destination that is rich in comfort in terms of facilities, services and people. Furthermore, 'Friendly Lombok' is a tourist destination brand that supports the Muslim life of the surrounding communities that can be implemented well in Lombok.

## CONCLUSION

Lombok, West Nusa Tenggara is one of new potential tourism destination with new branding. Since 2016, West Nusa Tenggara government rises halal tourism with 'Friendly Lombok' as new branding. Based on data result and analysis of the influence of halal tourism destination branding on visitor satisfaction and revisit intention of Lombok NTB tourists, the conclusions can be drawn as follows:

- 1) Halal tourism destination branding that has been applied to tourism in Lombok NTB has a positive influence on visitor satisfaction.
- 2) Halal tourism destination branding that has been applied to tourism in Lombok NTB has a positive influence on tourist revisit intentions.
- 3) Halal tourism destination branding that has been applied to tourism in Lombok NTB has a significant positive effect on revisit intention indirectly, but through visitor satisfaction.

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HALAMAN INI SENGAJA DIKOSONGKAN