

# THE INFLUENCE OF DESTINATION BRAND COMMUNICATION AND DESTINATION BRAND TRUST TOWARD VISITOR LOYALTY OF MARINE TOURISM IN EAST JAVA, INDONESIA

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# THE INFLUENCE OF DESTINATION BRAND COMMUNICATION AND DESTINATION BRAND TRUST TOWARD VISITOR LOYALTY OF MARINE TOURISM IN EAST JAVA, INDONESIA

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## ABSTRACT

*This study aims to analyze the influence of destination brand communication and destination brand trust on visitor loyalty of marine tourism in East Java, Indonesia. This research was conducted by distributing questionnaires to 123 respondents who visited beaches around East Java Province. The analysis technique used is quantitative analysis technique with multiple regression analysis that is F test and T test. The result of research proves that destination brand communication has positive influence to visitor loyalty, destination brand trust also has positive influence to visitor loyalty, and destination brand communication and destination brand trust simultaneously have a positive influence on visitor loyalty.*

**Key word:** Destination Brand, Destination Brand Communication, Destination Brand Trust, Visitor Loyalty

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## 1. INTRODUCTION

The tight market competition in Indonesia today, not only competes with local products but also competes with global products. This requires employers to maintain a business (Li *et al.*, 2010; Quan and Wang, 2004; Raymond, 2007; Richards, 2002; Ritchie, 2009; Salman, 2010; Tan, 2013; Wang, 2004). Strategies can encourage local products to compete with global products (Woosnam, 2011; Woodside and Dubelaar, 2002; Hui *et al.*, 2007; Kim *et al.*, 2009;

Lo and Lee, 2011; Petrick, 2004). Being a leader in a market is not a guarantee of a company to survive, but it must also innovate and keep visitors from switching to other companies (Bigné *et al.*, 2001; Fernandez, 2011; Yoon and Uysal, 2005; Uriely, 2005; Salman and Uygur, 2010; Um *et al.*, 2006, Quan and Wang, 2004). Almost all companies agree that maintaining visitors is much easier than finding new visitors (Mossberg, 2007; Murphy *et al.*, 2000; Lam and Hsu, 2006; Lehto *et al.*, 2004). Visitors are the most important thing in the marine tourism business world as a benchmark to determine whether a company can grow or not (Fernandez, 2011; Fodness, 1994; Gemmiti, 2008; Chen and Tsai, 2007; Hosany and Witham, 2010). Where visitor loyalty is determined by several factors: destination brand communication and destination brand trust (Gretzel and Jamal, 2009; Hsu and Crofts, 2006; Hutchinson *et al.*, 2009; McIntosh and Siggs, 2005; Mossberg, 2007, Oliver, 1997; Ooi, 2006; Pearce and Butler, 1993; Pine and Gilmore, 1998; Prentice *et al.*, 1998; Quan and Wang, 2004; Raymond, 2007; Reichheld and Sasser, 1990). Destination brand communication and destination brand trust are very influential on visitor loyalty to the services offered by the tourism vendors (Crouch *et al.*, 2004; Gemmiti, 2008; Chen and Chen, 2010; Chatzisarantis and Hagger, 2009; Gretzel and Jamal, 2009; Kim *et al.*, 2009; Lo and Lee, 2011; Mayo and Jarvis, 1981).

Brand is a very important entity, so it requires good destination brand communication and precise (Kim and Uysal, 2015; Havits *et al.* 1990; Kay and Diekmann, 2017). Tourism communication has an important role in communicating information about the offered services so that people know the existence of the tourism spots (Cole and Chancellor, 2009; Hutchinson, *et al.*, 2009; Kashyap and Bojanic, 2000). The purpose of destination brand communication is to publicize a destination brand in the community, where destination brand communication can increase visitor loyalty so visitors can revisit the most remembered tourist attraction to meet visitor satisfaction (Lam and Hsu, 2006; Oliver, 1997; Pearce and Butler, 1993; Prebensen *et al.*, 2012; Quan and Wang, 2004; Raymond, 2007). Destination brand communication is channeled to visitors so that visitors believe in certain services and make them able to decide whether to buy the services or not (Prebensen *et al.*, 2012; Lee *et al.*, 2005; Gnoth, 1997; Mannel and Iso-Ahola, 1987; Mossberg, 2007). This statement is an important factor that communication is an important entity to lift destination brand trust in the eyes of society. Based on the opinion of Toha (2016) that destination brand communication has a significant influence on visitor loyalty. In addition to the results of these studies, there are other research findings that found that visitor loyalty is also influenced by visitor trust. This is in accordance with the opinion of Chinomona (2016), Gadau (2016) that visitor trust significantly influence visitor loyalty.

Visitor loyalty also becomes an important benchmark across industry sectors (Mossberg, 2007; Oh *et al.*, 2007; Oliver, 1997; Ooi, 2006, Pearce and Butler, 1993). Visitors are considered as a very important party because visitors who will buy services offered by the company (Pine and Gilmore, 1998; Prentice *et al.*, 1998; Richards, 2011; Ritchie and Hudson, 2009; Salman, 2010). Visitor loyalty to the resulting product is important because the visitors has believed in the product and confident of the value received, so that the visitor will re-purchase (Standage, 2003; Tung and Ritchie, 2011; Uriely, 2005). Especially in the tourism industry, visitor loyalty is also a benchmark for the success of destination brand communications made by companies to visitors (Wang, 2004; Um *et al.*, 2006; Woosnam, 2011). One of the marine tourism attraction is beaches in East Java-Indonesia that has an impact on visitor loyalty so that visitors make repeat visits and purchases either in small scale or large scale. Through visitor loyalty to make visits to the beaches in East Java-Indonesia so that they have high confidence in the services offered by the business actors. So the necessary research on the influence of destination brand communication on visitor loyalty through visitor trust generated by beaches in East Java-Indonesia is urgently required.

<sup>7</sup> The aim of this study is to reveal the impact of destination brand trust and destination brand communication to the visitor loyalty partially and simultaneously. This research is expected to give view to business actors to be able to improve destination brand communication and destination brand trust so that visitor loyalty to services offered by the company. This research is also expected to provide insight and knowledge for researchers related to the management of employee performance in order to increase visitor loyalty.

## 2. LITERATURE REVIEW

### 2.1. Destination Brand Communication

Brand is a very important and complicated entity (Fianto *et al.*, 2014; Fianto, 2014). Brands refer to valuable functions, including as marketers of corporate offerings by helping visitors while choosing their choices and becoming assets financially (Aribarg *et al.*, 2014; Herm and Möller, 2014; Han *et al.*, 2010). Destination brand communication is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products so that visitors are willing to accept, buy, and loyal to the services produced by the company (Fianto *et al.*, 2014; Fianto, 2014). Thus the essence of destination brand communication is to create impressions and messages conveyed by communicators who are then well received by visitors (Qin *et al.*, 2016; Miceli and Pieters, 2010; Qin *et al.*, 2016).

Thus, the process of destination brand communication is not an easy thing to do (Strizhakova *et al.*, 2008; Spiggle *et al.*, 2012; Herm and Möller, 2014). This is because the possibility of interference that can hinder the effectiveness of a communication (Gunasti and Ross, 2010; Braxton *et al.*, 2017; Fianto *et al.*, 2014). In addition, other no less significant obstacles are selective attention, selective distortion, and selective retention (Berger and Ward, 2010; Aribarg *et al.*, 2014). A visitor every day must get so many commercial messages, so visitors are not likely to focus on received commercial messages (Braxton *et al.*, 2017; Han *et al.*, 2010). Basically, visitors will simply ignore the message of the manufacturer given to the visitor, especially those deemed incompatible with his needs or interests (Fianto, 2014). Instead, visitors will only pay attention to messages that are judged according to his wishes (Puntoni and Tavassoli, 2007; Qin *et al.*, 2016). From the few commercials to be considered, just the few that is remembered in visitor memory (Thompson and Norton, 2011; Wilcox, 2009). Therefore, it is very important if the destination brand communication is done using the sentence, as well as the right target and not convoluted.

### 2.2. Destination Brand Trust

Brand trust has two different measurement concepts (Fianto *et al.*, 2014; Fianto, 2014). That is, it reflects the perspective from which it serves to make an assessment of the subjective possibilities for a brand to make the brand trustworthy and that judgment from the level of abstraction, cognition (Fodness, 1994; Gnoth, 1997; Reichfield and Sasser, 1990; Pine and Gilmore, 1998). This definition has three main characteristics. First, brand trust focuses on the performance of the brand and approximates the definition of brand reliability measurement (Shin and You, 2017; Kay and Diekmann, 2017). Secondly, based on Delgado-Ballester's research, Munuera-Aleman, & Yague (2003), Delgado-Ballester (2004) and Delgado-Ballester & Munuera-Aleman (2005), Chaudhuri and Holbrook (2001) have found that brand trust is defined as trust behavior. Third, visitors are affected by brands because of the behavioral dependence on the brand.

<sup>3</sup> In the context of tourism, credibility issues are never far from marketing or advertising campaign for tourism attraction (Nelson, 1974; Puntoni and Tavassoli, 2007). This is also applied to the messages that is used to promote tourism attraction or destinations (Fianto, 2014;

Puntoni and Tavassoli (2007). What's different now is that the amount of people travelling globally has increased to an extent that many tourism attractions have reached or exceeded their carrying capacity (Fianto, 2014). This issue causes unfavorable news coverage, critical comments and in general visitors will focus strongly on the dark side of tourism attraction or destination.

This overtourism situation which is going to get worse in the years to come because of economic growth trends is starting to affect the perceived legitimacy of marine tourism as viable economic activities, which means loss of goodwill and support from locals such as residents and especially local governments (Bigné *et al.*, 2001). This can cause poses a serious threat to the trust and reputation of a tourism attraction and destination especially beaches, and hence its mid to long term continuity (Fernandes, 2011). This pressure is getting higher for destination marketers and managers to make sure every single strategy, action, campaign supports rather than threatens the sustainability of the destination such as social, economic and also environmental (Fodness, 1994).

### 2.3. Visitors Loyalty

Destination Branding is various activities of identifying the destination's most appealing assets in the perspective of its prospective visitors, running the narrative story from those that makes the destination has greater image from its competitors through all marketing communications (Gemmiti, 2008; Gretzel and Jamal, 2009). This can also be assumed that people in the destination behaving in a way that reflects the destination's brand values and also particularly the destination's frontliner those who interact with the visitors.

Thus, marketing research refers to understanding, measuring, and managing visitor loyalty (Gnoth, 1997; Mayo and Jarvis, 1981; Mannell and Iso-Ahola, 1987; Marsh and Hocevar, 1998). The loyalty perspective is often associated with repurchase behavior (Yoon and Uysal, 2005; Kim *et al.*, 2015). However, they are different. For example, in terms of brand, the psychological commitment to the brand reflects visitor loyalty, while repurchase behavior leads to certain brands that are cheaper, easier to obtain, and so on (Cole and Chancellor, 2009; Hsu and Crott, 2006). Repurchases in the form of revisits serve as a benchmark for companies in dominating market share by creating superior offerings (Huang and Hsu, 2009; Hui *et al.*, 2007). In addition, repeat purchases are the result of promotions by companies to attract and influence visitors (Lee *et al.*, 2005; Lee *et al.*, 2007). If the company does not do both efforts, does not rule out visitors will move to another brand (Lehto *et al.*, 2004; Li *et al.*, 2010).

### 2.4. The Relationship between Destination Brand Communications with Visitor Loyalty

Destination brand communication serves as an information facility about a product's destination brand to visitors (Kelting *et al.*, 2017). According to Braxton, Muehling and Joireman (2017) mention that a destination brand communication for the needs, understanding, and desire of visitor purchases of the destination brand. The success of communication depends on the communicator (Kay and Dickmann, 2017). Visitor loyalty is defined as visitor loyalty to survive repurchasing destination brand (Patel, 2017). In the same case, Shin and You (2017) mentioned that visitor loyalty is the visitor satisfaction of the destination brand, which will later visit again the tourism attraction of a destination brand.

Destination brand communication is an important thing to do by the company (Aribarg *et al.*, 2014; Berry, 2000; Fianto *et al.*, 2014). Where, destination brand communication is used to convince and build visitor trust so as to generate visitor loyalty to the products produced by the company (Brucks *et al.*, 2000; Brown *et al.*, 2003; Braxton *et al.*, 2017). Visitor loyalty can be a benchmark that the company has been able to control market share and able to grow and

develop in the midst of global competition (Bigné *et al.*, 2001; Chen and Tsai, 2007; Crouch *et al.*, 2004). From that reality, a hypotheses can be derived as destination brand communication has positive and significant effect toward visitor loyalty.

### **2.5. The Relationship between Destination Brand Trust and Visitor Loyalty**

Destination brand trust has a specific relationship to visitor loyalty in the form of repeat visits. According to Chen and Tsai (2007) defines that trust is a desire and a belief to determine the purchase of a product. In the same way, Hosany and Witham (2010) defines trust as a vulnerable acceptance based on positive behavior. The relationship of visitor trust reflects all visitor perceptions of the destination brand. Therefore, the higher the trust, the higher the visitor loyalty to a product (Hui *et al.*, 2007).

Improvement and visitor defense of a destination brand depends on the experience and information the visitor has (Hosany and Witham, 2010; Mayo and Jarvis, 1981, Marsh and Hocevar, 1998; Mannell and Iso-Ahola, 1987). The image raises the perception of the visitor whether it is reality or not. Images derived from the view are used as a determinant for visitors to make purchases and even buy them again (Li *et al.*, 2010; Lo and Lee, 2011; Mossberg, 2007). From the explanation, a hypotheses can be derived as destination brand trust has positive and significant effect toward visitor loyalty.

### **2.6. The Influence of Destination Brand Communication and Destination Brand Trust to Visitor Loyalty**

According with the previous explanation that the right target destination brand communications greatly affect visitor behavior to make repeat purchases (Gnoth, 1997; Mayo and Jarvis, 1981; Marsh and Hocevar, 1998). However, in communicating to visitors about a product is not an easy thing (Cole and Chancellor, 2009; Hsu and Crott, 2006). Where destination brand communication is done so that visitors have the desire and confidence to determine the purchase of a product (Prebensen *et al.*, 2012; Lee *et al.*, 2005; Gnoth, 1997; Mannell and Iso-Ahola, 1987; Mossberg, 2007). If the company is able to convey a good and true message to visitors about the destination brand, it generates visitor interest and trust as visitors feel that the destination brand is reliable in visitor needs (Gemmiti, 2008; Gretzel and Jamal, 2009; Gnoth, 1997; Mayo and Jarvis, 1981; Mannell and Iso-Ahola, 1987; Marsh and Hocevar, 1998). Visitor interest and trust as a benchmark that the company can grow and develop (Lee *et al.*, 2005; Lee *et al.*, 2007; Lehto *et al.*, 2004; Li *et al.*, 2010). Even if the interest and visitor confidence increases, it will also increase visitor purchases repeatedly, where it is also a determinant that the company is able to control the market share in today's global competition (Yoon and Uysal, 2005; Huang and Hsu, 2009; Hui *et al.*, 2007; Kim *et al.*, 2015). From the explanation, a hypotheses can be derived as destination brand trust and destination brand communication simultaneously have positive and significant effect toward visitor loyalty.

## **3. RESEARCH METHODS**

### **3.1. Research Design**

The research is quantitative in quantitative format. Quantitative research with a causality format is performed to test the independent variable with the dependent variable (Zeithaml, 1998; Zeppel and Hall, 1992). The hypothesis is structured to test the truth of the hypothesis through data collection in the field. Quantitative research can help researcher to solve research problems with concrete numbers, using questionnaires (Prentice *et al.*, 1998; Pine and Gilmore, 1998; Petrick, 1999). Quantitative method in this research can also use a descriptive format that aims to explain, summarize the conditions, situations or variables that arise in society. The subject of this

research is the marine tourism visitors in the beaches of East Java-Indonesia. This research observe and collect the perception of respondents about their visit loyalty to the marine tourism in the beaches of East Java-Indonesia, the period of this research is conducted in January to July 2017.

### 3.2. Measurement of the Variables

Research variable in essence is a thing that can be structured by researchers to be studied so as to generate information from it, then drawn conclusions (Mannel and Iso-Aholam, 1987; Marsh and Hocevar, 1998; Mayo and Jarvis, 1981) . The variables of this study consists of two kinds of variables, the dependent variable or variables related to other variables, as well as the independent variables or variables that have no relation from the other variables. Dependent variable in this research is visitor loyalty to marine tourism of the beaches in East Java-Indonesia. The independent variables in this research are destination brand communication (X1) and destination brand trust (X2) that affect visitor loyalty (Y) to marine tourism of the beaches in East Java-Indonesia.

This research uses three indicators to measure visitor loyalty variable that is (1) Experience and Purchase, when visitor make purchasing and then make repeat purchase because satisfaction with the product; (2) Giving References to Others, when the visitor makes a purchase and then gives references to others and invites others to buy the product; and (3) Immunity to Competitiveness, as visitors persist in not switching to other companies. Because they already have and feel using the destination brand used

On the other hand, this study uses three indicators to measure the destination brand communication variable (1) Destination Brand Advertising, that is a destination brand-related message created by the company in attracting visitors to buy or visit tourism attraction of the destination brand and (2) Destination Brand Promotion, that is an effort made by the company in informing and offering the destination brand in attracting visitors to visit tourism attraction of the destination brand.

While destination brand trust is measured by three indicators, namely (1) Destination Brand Characteristics, that is a very important entity in determining visitor decision to trust a destination brand; (2) the Characteristics of the Company, which play an important role behind a destination brand that can affect the level of visitor confidence in the destination brand; and (3) destination brand-visitor characteristics, including the similarity between the visitor's emotional concept and the personality of a destination brand, destination brand interest, and destination brand experience.

### 3.3. Population and Samples

Population in this research is visitor of beaches in East Java Province in Indonesia. The population used is infinity, because the population is based on randomly obtained sources. Population is the area of objects assigned to obtain information in order to be drawn conclusions. This research uses random sampling technique. Random sampling technique is a data collection technique with certain options. The sample selection feature is the visitor Handmade Shoes Store in Surabaya.

This study uses primary data that can be a data source without intermediaries. In the opinion of both individuals and visitor groups. The main data were collected to find out the respondent of Handmade Shoes Store visitor product in Surabaya. In this case, this technique is used by spreading the questionnaire to get the data provided directly to visitors of beaches in East Java Province in Indonesia.

### 3.4. Structural Model and Hypothesis Testing

The value of the research results is 0.74. The coefficient of success. Can not be interpreted the relationship between destination brand communication and destination brand trust to visitor loyalty is very strong. The summary output of this research result can be seen in Table 1.

| Regression Statistics |          |
|-----------------------|----------|
| Multiple R            | 0,733169 |
| R Square              | 0,537537 |
| Adjusted R Square     | 0,529829 |
| Standard Error        | 1,416183 |

The coefficient of determination is 0.538 with Adjusted r Square of 0.530. In Table 2 can be seen the result of Analysis of Variance in this research. To assess model goodness using adjusted coefficient of determination (Adjusted r Square), because it gives better comparison with other coefficient of determination with the same number of variables. The adjusted coefficient of determination also provides a smaller bias especially in the regression equation with the number of large independent variables. From the output it can be seen that the value of the adjusted coefficient of determination is 0.530 which means 53% changes or variations of visitor loyalty can be explained by changes or variations of destination brand communication and destination brand trust, while 47 percent by other variables.

|            | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | <i>Significance F</i> |
|------------|-----------|-----------|-----------|----------|-----------------------|
| Regression | 2         | 279,7375  | 139,8687  | 69,73997 | 8,02874E-21           |
| Residual   | 120       | 240,669   | 2,005575  |          |                       |
| Total      | 122       | 520,4065  |           |          |                       |

|                     | <b>Coefficients</b> | <b>Standard Error</b> | <b>t Stat</b> | <b>P-value</b> |
|---------------------|---------------------|-----------------------|---------------|----------------|
| Intercept           | 2,773537            | 0,700745              | 3,957985      | 0,000129       |
| Brand Communication | 0,217488            | 0,062126              | 3,500748      | 0,000652       |
| Brand Trust         | 0,23839             | 0,045175              | 5,277015      | 5,91E-07       |

To test the regression equation as a whole by looking at the value of F arithmetic. In the output, the value of F arithmetic is equal to 69,740 with the significance value F is 0. If compared the value of F table by looking at table F in v1 is 2 and v2 is 120 obtained value F table of 3.072. It appears that the value of F count is greater than the F table value. By this comparison or by looking at Significant F value smaller than alpha (5%), then the conclusion that can be taken is reject H<sub>0</sub> which means contribution of independent variable significant in predicting the value of dependent variable.

Regression equation seen in the Output Coefficients column where the value of Intercept of 2.744 while Coefficient of Destination Brand Communication 0.217 and Coefficient of Destination Brand Trust 0.238. Thus the regression equation of visitor loyalty is  $Y = 2.744 + 0.217X_1 + 0.238X_2$ . To test the significance of regression equation we can see on t value of each coefficient and value of P value. From the output results seen that the value of t arithmetic coefficient constant is 3.958 with a value of P of 0.00. When compared with the value of t arithmetic at alpha (5% / 2) = 2.5% with df = (122-2) or 120 obtained value t arithmetic of 1.980. From the results seen that the value of t arithmetic smaller than t table so that the



conclusion that can be taken is to receive  $H_0$  which means the coefficient of the constant is not significant in predicting visitor loyalty.

In the general test, the significance in the constants value is ignored. To test the significance of destination brand communication coefficient, use test where t value count is 3.500 with P-value 0,00. When compared with the value of t table at alpha ( $5\% / 2$ ) = 2.5% with df = (122-2) or 120, equal to 1.980 it appears that the value of t arithmetic is greater than the value of t table. Under these conditions, or by looking at the P value smaller than the alpha (5%), then the conclusion that can be taken is to reject  $H_0$  which means significant destination brand communication coefficient in predicting visitor loyalty. To test the significance of the coefficient of destination brand trust, use test where t value count is equal to 5,277 with P-value 0,00. If we compare with the value of t table at alpha ( $5\% / 2$ ) = 2.5% with df = (122-2) or 120, equal to 1.980 it is seen that the value of t arithmetic is greater than the value of t table. Under these conditions, or by looking at the P value smaller than the alpha (5%), then the conclusion that can be taken is to reject  $H_0$  which means the coefficient of the destination brand trust is significant in predicting visitor loyalty.

### 3.5. Discussion

This research reveals that destination brand communication has positively significant influence to visitor loyalty. This means that the higher the destination brand communication, then make visitor loyalty is increasing. The results of this study support to Braxton, Muehling and Joireman (2017), Kay and Diekmann (2017), Patel (2017), Shin and You (2017), Brucks *et al.* (2000), Brown *et al.* (2003); Braxton *et al.* (2017); Aribarg *et al.* (2014), Berry (2000), Fianto *et al.* (2014), Bigné *et al.* (2001), Chen and Tsai (2007) and also Crouch *et al.* (2004) research. Thus, the company of tourism attraction especially beaches in East Java Province-Indonesia must improve its destination brand communication through advertising and promotion of their service offerings in order to increase visitor loyalty.

This research also reveals that destination brand trust has positively significant influence to visitor loyalty. This means that the higher destination brand trust, then make visitor loyalty is increasing. The results of this study support the research of Chen and Tsai (2010), Hosany and Witham (2010), Hui *et al.* (2007), Hosany and Witham (2010), Mayo and Jarvis (1981), Marsh and Hocevar (1998); Mannell and Iso-Ahola (1987), Li *et al.* (2010); Lo and Lee (2011) and also Mossberg (2007). Thus, the company of tourism attraction especially beaches in East Java Province-Indonesia must improve its destination brand trust through services and company characteristics in order to increase visitor loyalty.

At last, this research also reveals that destination brand communication and destination brand trust simultaneously has positive and significant influence visitor loyalty. This means that the higher destination brand communication and destination brand trust, then make visitor loyalty is increasing. The results of this study support Cole and Chancellor (2009), Hsu and Crott (2006), Prebensen *et al.* (2012), Lee *et al.* (2005), Gnoth (1997), Mannell and Iso-Ahola (1987), Mossberg (2007), Gemmiti (2008), Gretzel and Jamal (2009), Gnoth (1997), Mayo and Jarvis (1981), Mannell and Iso-Ahola (1987), Marsh and Hocevar (1998), Lee *et al.* (2005), Lee *et al.* (2007), Lehto *et al.* (2004) and Li *et al.* (2010) research. Thus, the company of tourism attraction especially beaches in East Java Province-Indonesia must improve its destination brand communication through advertising and promotion of their service offerings and also must improve its destination brand trust through services and company characteristics in order to increase visitor loyalty.

Beaches in East Java Province-Indonesia are tourism attraction that successful in conducting destination brand communication so as to increase visitor loyalty to re-visit and even re-purchase both in small and large scale. Visitor of beaches in East Java Province-

Indonesia able to increase visitor loyalty and positive impact for the company. However, the company that manage service offerings of beaches in East Java Province-Indonesia still has to improve, including the development and refinement of product information to visitors, make consistent product innovations and quality, and improve service techniques so that visitors remain loyal to purchase the product. in addition to differentiate and compete with other similar companies.

## 4. CONCLUSION AND SUGGESTIONS

### 4.1. Conclusion

Based on the results and discussion of data analysis in the previous chapter, it can be concluded as follows:

- Destination brand communication is an important benchmark for the creation of visitor loyalty. Destination brand communication has a positive and significant influence on visitor loyalty. This means better destination brand communication will increase visitor loyalty to visit beaches in East Java Province-Indonesia.
- Destination brand trust is also an important benchmark for visitor loyalty. Destination brand communication has a positive and significant influence on visitor loyalty. This means better destination brand trust will improve visitor loyalty to visit beaches in East Java Province-Indonesia.
- Destination brand communication and destination brand trust can simultaneously become an important benchmark for visitor loyalty creation. Destination brand communication and destination brand trust have a positive and significant influence on visitor loyalty. This means destination brand communication and destination brand trust together can increase visitor loyalty to visit beaches in East Java Province-Indonesia.

### 4.2. Future Research Directions

Since this research only uses two factors that destination brand communication and destination brand trust to predict the visitor loyalty then it is limited to the data collection and using single-administrated cross-sectional quantitative research design. Thus, it is limited in its ability to capture dynamic relationship between observed factors so if those factors are likely change over time, then the interpretaion of the finding of this study will also become limited. The other limitation of this study is focused on the sample chosen that the visitor of beaches in East Java Province-Indonesia. Well, if the respondents of the current study are systematically changing in their perception from elsewhere could limit the ability of generalization of this study. Then to get more comprehensive understanding of the influence of destination branding to visitor loyalty, future studies could re-evaluate and re-examine the relationship with samples from other type of respondents, tourism attractions and even nationalities. Additionally, other factors could be added to examine the influence to visitor loyalty beside destination brand communication and destination brand trust. Lastly, this study also has a limitation of the use in self-report to measure constructs that observed in this study. For future research, it is suggested to strengthen the validity of the construct could broaden the measurement of destination branding and visitor loyalty to include objective sources as well as other subjectives sources such as government and tourism attraction vendors.

### 4.3. Practical Recommendation

Based on the results of research, there are some important things that must be considered and perfected by the company that offers tourism attraction especially beaches in East Java Province-Indonesia, which include:

- Innovate and refine product information to visitors in order to increase interest in visitor loyalty.
- Consistent product innovation in order to compete in similar market share, so that visitors will be more loyal to buy products and services or even re-visit the tourism attraction of beaches in East Java Province-Indonesia.
- Increase the service quality to enhance visitor satisfaction of tourism attraction in East Java Province-Indonesia beaches in order to maintain and increase visitor loyalty.

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