ANALYSIS ON THE IMPACT OF WONDERFUL INDONESIA BRAND EQUITY
TOWARDS FOREIGN TOURISTS’ INTENTION TO VISIT INDONESIA
(A STUDY AMONG ASEAN RESIDENCE)

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ABSTRACT
This research aims to discover the impact of Wonderful Indonesia Brand Equity (Brand Image, Brand Association, Brand Awareness, and Perceived Quality) Towards Foreign Tourist Intention to visit Indonesia with the study among ASEAN Foreigners. The type of this research is the explanatory research, which explains the relationship and the influence between one variable and another through hypothesis testing. This research collected sample of 250 respondents where the survey was conducted through an online questionnaire. The sample of this research consisted of the respondents who were ASEAN residence and recognize Indonesia's branding, which is Wonderful Indonesia. The data analysis used in this research was the Multiple Linear Regression Analysis and the hypothesis testing using the t-test which is processed through the SPSS software. From the results of testing four hypotheses, it can be concluded that the variable of Brand Image, Brand Association, Brand Awareness, and Perceived Quality have significant positive influence on the intention to visit Indonesia. This research implied that proper maintenance of the Brand Equity of Wonderful Indonesia would increase the consumers’ intention to visit Indonesia.

Keywords: Wonderful Indonesia, Brand Equity, Brand Image, Brand Association, Brand Awareness, Perceived, Consumers' Intention.

ABSTRAK
Penelitian ini bertujuan untuk mengetahui dampak dari Ekuitas Merek Wonderful Indonesia (Citra Merek, Asosiasi Merek, Kesadaran Merek, dan Kualitas Persepsi) terhadap Niat Wisatawan Asing untuk mengunjungi Indonesia dengan studi di kalangan turis ASEAN. Jenis penelitian ini adalah explanatory research, yang menjelaskan hubungan dan pengaruh antara satu variabel dengan variabel lainnya melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 250 responden di mana survei dilakukan melalui kuesioner online. Sampel penelitian ini terdiri dari responden yang bertempat tinggal ASEAN dan mengetahui tentang merek Wonderful Indonesia. Analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Berganda dan pengujian hipotesis menggunakan uji-t yang diproses melalui perangkat lunak SPSS. Dari hasil pengujian empat hipotesis, dapat disimpulkan bahwa variabel Citra Merek, Asosiasi Merek, Kesadaran Merek, dan Kualitas Persepsi memiliki pengaruh positif signifikan terhadap niat berkunjung ke Indonesia. Dari penelitian ini, dapat disimpulkan bahwa mempertahankan Ekuitas Merek Wonderful Indonesia akan meningkatkan Niat konsumen untuk datang ke Indonesia.

Kata Kunci: Wonderful Indonesia, Ekuitas Merek, Citra Merek, Asosiasi Merek, Kesadaran Merek, Persepsi, Keinginan Konsumen.
I. **Introduction**

Nowadays, tourism sector has become one of the largest and strongest industries in the world. The range of impacts that come along with the growth of the tourism industry is broad and often influences lots of areas associated with the tourism field. In a developing country, the economic impact become one of the biggest contributors to the national income, especially in terms of the economy and the development growth of the community.

Indonesia as one of the developing countries in ASEAN also market its tourism destination to become the national income. In 2017, the tourism industry became the largest foreign exchange earner in Indonesia, surpassing the oil and gas sector, coal, and palm oil, (kerja3ersama, 2017). Indonesia has made tourism as the second biggest sector that gives a positive contribution to national income with ASEAN's tourist as the highest visitors (Kemenpar.go.id, 2018).

In ASEAN, Indonesia becomes the biggest archipelago nation with both sides of the equator and considered as a transcontinental country in Southeast Asia (Pariona, A 2018). Indonesia has diverse places, cultures, and natures that potentially can attract foreign tourist to visit Indonesia. It is clear that Indonesia, with its varied offer of tourism destinations, ranging from rich cultural varieties, through a massive selection of attractive beachside and diving locations, wild-nature, and other outdoor opportunities. However, the neighboring countries, such as Malaysia and Thailand offer more or less similar tourists experiences.

Response to the similar experience offered the concrete step taken by the government to promote tourism is by launching "Wonderful Indonesia" and "Pesona Indonesia” as nation branding that represents Indonesia's attractiveness (Noviyanti, 2014). Both of these campaigns have different goals where "Wonderful Indonesia" targets foreign tourists and "Pesona Indonesia" targets local tourists.

Various theories of consumer behavior and marketing state that human needs are not only influenced by their motivation but also external things such as social and economic
culture. Wonderful Indonesia exists as a national branding to overcome the competition in tourism field. Miller R, in his book entitled Globalization and Identity, stated that nation branding is defined as a set of theories and applications that aim to measure, build, and regulate the reputation of a country.

The brand itself is a symbol, name, design or combination, which identifies the brand among the other brand in related field in the consumers' eye. The brand that will be discussed in this research is Indonesia's national branding, namely Wonderful Indonesia. To explore and specify the research, variable Brand Equity is used by the researcher. The brand equity used in this research refers to previous research by P. Forou et al., 2018, which consist of, Brand Image, Brand Association, Brand Awareness, and Purchase Quality.

The researcher is interested in examining brand image, brand associations, brand awareness, and perceived quality variables for purchasing decisions because according to the researcher, these variables are very important for consumers to consider before making a purchase decision. Brand equity is the strength of a brand to give value to companies and consumers. On the corporate perspective, brand equity provides profits, cash flow, and higher market share. Whereas in the consumer perspective, brand equity relates to positive and clear beliefs about the brand in consumers' minds.

Brand purchase intention is stated as the intention of customer to come to Indonesia affected by the brand equity offered. The researcher chose brand purchase intention which means that the customer that never come to Indonesia nor know a little information about the Wonderful Indonesia's branding still can fill the questionnaires. Thus are reason so that sample of this research can be bigger and be more general. The researcher take random sample in order to know the percentage of the ASEAN residence that know branding of Indonesia, Wonderful Indonesia.

In order to know the effect of Wonderful Indonesia's branding effectiveness in attracting foreign intention to visit Indonesia, the researcher chose ASEAN residence
as the sample of this research. ASEAN residences are chosen because the number of foreign tourists arrival from year to year are mostly comes from the ASEAN countries, which the top ASEAN visitors are coming from Singapore, Malaysia, and Thailand (Ditjen Imigrasi dan BPS, 2017). Another reason to choose ASEAN residence is to find the differences that Indonesia could offer compared to the neighborhood countries.

Based on the explanation above, this paper will consist of Wonderful Indonesia's promotion strategy that focused on its branding equity on ASEAN foreigners and connecting it on the tourist attitudes regarding their intentions to visit Indonesia by using the Brand Equity's variables based on Jumiati Sasmita (2015). The Brand Equity’s variables are brand association, brand loyalty, brand awareness, and brand image towards consumer intention to come to Indonesia.

II. Literature Review

2.1 Brand

Brand represents consumers’ belief of how global a brand is (Halkias et al., 2016). Frequently, consumers perceive global brands to be of better quality than local brands as they represent strong functional value and symbolic benefits (Alden, Steenkamp, & Batra, 2006; Swoboda, Pennemann, & Taube, 2012). Hence, the perceived brand affects the perceived brand image and quality (Iversen & Hem, 2008; Steenkamp, Batra, & Alden, 2003).

2.2 National Branding

Raymond Miller, his book entitled Globalization and Identity, stated nation branding is "a set of theories and applications that aim to measure, build and regulate the reputation of a country (still related to place branding)." In accordance with his definition, nation branding functions to build, develop, and maintain a good image (reputation) about a country. This theory is based on the results of observations and research which state that the country’s brand equity strongly influences the success of a country in competing in the global market.

2.3 Brand Equity

Based on Aaker in David J. Smith (2007), brand equity is a set of brand assets and liabilities related to a brand, name, and symbol, adding, or
reducing the value given by an item or service to a company or company customers. Another definition came from Kotler & Keller (2016) defined brands as the added value given to products or services. Jumiati Sasmita (2015) believed that Brand Equity consisted of four variables, which are:

1. Brand Image
2. Brand Awareness
3. Brand Associations
4. Perceived Quality

This research will explain and connect the Brand Equity variables of Wonderful Indonesia with the intention of consumers to come to Indonesia, because the researcher believes that those variables are important aspects to consider for the consumer of Wonderful Indonesia to buy its service.

2.3.1 Brand Image
The American Marketing Association (AMA) in Mosarrat Farhana (2012) stated that Brand Image is images that people carry in their minds, that they are products; name, packaging and price, history, reputation, and how the product is advertised. Kotler & Keller (2016) agreed that Brand Image refers to associations in the minds of consumers, beliefs that are built into a brand, the uniqueness that the brand is different from other brands, personal symbols that buyers associate with brands, and general impressions about brands rather than other brands.

2.3.2 Brand Association
Brand associations are related to information about what customers think about brands, both positive and negative so that they can be directly connected to the memory of the consumer's. Brand associations act as information in gathering tools to execute brand differentiation and brand expansion. In principle, the information contained in brand associations is directly connected to consumer memories and reflects the image of the brand. The higher the association in the brand, the more it will be remembered by consumers, and consumers can be loyal to the brand.

2.4.3 Brand Awareness
Cornwell et al., (2001) stated that brand awareness occurs when consumers have a picture of the brand in their minds. Kotler & Keller (2016) believed that brand awareness
involves two main elements, namely remembering and recognizing.

Brand recognition is when consumers can distinguish company brands from other brands, Homburg, Klarmann & Schmitt (2010). These facts are interrelated because if the customer is able to remember the brand outside the store, consumers can recognize the brand when making a purchase.

2.4.4 Perceived Quality

The brand's Perceived Quality can describe the customer's overall response to the quality and superiority offered by the brand. Perceived Quality is a personal perception of the customer; therefore the Perceived Quality cannot be determined objectively, the customers' perception will involve what is important for the customer because each customer has different interests for a product or service, Garvin in Vantamay S (2008).

2.5 Purchase Intention

Purchase Intention is a consumer behavior where consumers have the desire to buy or choose a product or even want a product, Kotler & Keller (2016). The intention to buy is customer behavior where the customer responds positively to the goods or services offered and the satisfaction that consumers get from the company. This makes consumers make a visitor consume the company's products. Consumer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious and that will form loyalty and are expected to provide recommendations for other consumers who can benefit.

Purchase in this research is the intention to purchase the product or services that offered by Indonesia's country branding, Wonderful Indonesia. Which can be said that purchase intention meaning here is the intention to come to Indonesia.

2.8 Hypothesis

Based on the formulation of the problem, the existing theory, and the purpose of the research, the hypotheses used in this research are as follows;

\[ H_1 = \text{There is a significant effect on the Brand Image variable (X)} \]

\[ \text{on the Purchase intention (Y) in Wonderful Indonesia's product services.} \]

\[ H_2 = \text{There is a significant effect on the Brand Association variable} \]
(X₂) to Purchase intention (Y) in Wonderful Indonesia's services.

H₃ = There is a significant effect on the Brand Awareness variable (X₃) on Purchase intention (Y) in Wonderful Indonesia's services.

H₄ = There is a significant effect on the Perceived Quality variable (X₄) on Purchase intention (Y) in Wonderful Indonesia's services.

Figure 2.1 - Conceptual Framework II

Source: Researcher, 2019

III. Research Methodology

The type of research used in this study is explanatory research with a quantitative approach. The research location is a place or area where the research takes place, where it will provide an overview representing the variables studied through the data obtained. The location covered for data collection was nine ASEAN countries in the Southeast Asian, except Indonesia. The countries are, Brunei Darussalam, Cambodia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam and used the internet or Google Forms that massively distributed the questionnaire. This research was conducted in approximately five weeks, from the second week of February till the end of March 2019.

The sampling technique used by the researcher is non-probability sampling. According to Sugiyono (2015:84) non-probability sampling is a sampling technique that does not provide the same opportunity for each element or member of the population to be selected as a sample.

For this research the researcher seeking for the ASEAN residences who are willing to fill the survey and know Indonesia. Moreover, the considerations of some criteria are as follows:

1. The respondent who are living in ASEAN
2. The respondent who know Indonesia or Wonderful Indonesia's
3. The respondent who are in the age between 17 to 41 years old

Due to the uncertainty of the population number, the researcher used the sample number determination based on the
measurement scale on Roscoe in Sekaran (2003:295). Sample size larger than 30 and less than 500 is appropriate for most of the research. This research use approximately 250 samples, which came from question number multiple 10, moreover, researcher believes 250 samples are enough to represent ASEAN residence who have the intention to visit Indonesia.

Data collection technique that the researcher used are:

1. Questionnaire: A total of 250 questionnaires was distributed to ASEAN residence. The questionnaires are spread to 10 countries in ASEAN.
2. Literature review and observation: By observing the internet response towards Indonesia's tourism campaign.

The research instrument test used in this research will be the validity test and reliability test. Thus, the assumption classic test such as the normality test, multicollinearity and heteroscedasticity test. After that, the data will be tested by the multiple linear regression test, determinant coefficient test, F test and t-test.

IV. RESULT & DISCUSSION

4.1 General Description of Wonderful Indonesia

"Wonderful Indonesia" is Indonesia's ongoing nation branding campaign and has been used as a brand message that has been agreed and disseminated by Indonesia. Wonderful Indonesia places emphasis on the richness of Indonesian ethnic and local culture after Indonesia used the "Visit Indonesia" campaign program before 2011.

Wonderful Indonesia or (Pesona Indonesia, in Bahasa Indonesia) represents the promise of Indonesian tourism to the world, in which the word “Wonderful” or “Pesona” implies the assurance that Indonesia is indeed rich with wonders, of all aspects both human and natural, which will inspire the heart and mind, while offering a new fun experience for visitors.

Wonderful Indonesia began promotion in January 2011 by the government. Previously, Indonesia used the slogan "Ultimate in Diversity" since 2004. The "Wonderful Indonesia" branding uses the old logo in the form of an eagle symbol. Elements contained in the
branding of "Wonderful Indonesia", which are: nature, culture, people, food, and value for money.

Wonderful Indonesia or Indonesia's Enchantment is Indonesia's tourism promise to the world. The word "Wonderful" or "Enchantment" contains the promise that Indonesia is rich in amazement, from all aspects of man and nature, and promises a pleasant new experience.

4.2 Descriptive Result
Characteristics of Respondents

Based on the data of the questionnaire, there were 138 (55.2%) male respondents while the rest of the other respondents were female with 112 (44.8%) respondents. The result shows that the majority of respondents aged between 22-26 years for 140 (40.8%) followed by 17-21 years for 90 (36%), age 27-31 for 34 (13.6%), then age 32-36 for 18 (7.2%) and 37-41 for 6 (2.4%).

The researcher chose ASEAN as a case study for this research due to the cultural similarity between one country and another. Most respondents came from Malaysia with 80 peoples or 32%, followed by Singapore with 62 peoples or 24.8%, then Thailand with 33 peoples or 13.2%. Those top three countries of the participant are the top countries who interest in the questionnaire related to travel. In the fourth potion there is Vietnam with 20 peoples or 8%, and Philippines in the fifth position with 16 peoples or 6.4%, then Brunei Darussalam with 15 peoples or 6%. Lastly then followed by, Cambodia, Laos, and Myanmar in order, with; 14, 6 and 4 respondents or 5.6%, 2.4%, and 1.6% in order.

Research Instrument Test

Based on the validity test it can be concluded that all statements items either in variable of Brand Image, Brand Association, Brand Awareness, and Perceived Quality have of counttable and significant value <0.05. which can be assumed that the statements instruments used in this research are all valid.

Based on the reliability test it can be concluded that all statements items have Cronbach Alpha value >0.60 which can be concluded that the instruments used in this study are all reliable.
Classic Assumption Test

Normality Test

Based on the Histogram Graph test, it can be seen that the residual frequency was mostly collected at the value of 0, or the data distribution value was in accordance with the normal curve which can be said that the residual had spread normally.

Figure 4.1
Histogram Graph Result

Source: Primary Data, Processed in 2019

Multicollinearity Test

Based on the result of the test, it can be assumed that the Tolerance value of all independent variables are ≥0.10, whereas, the VIF value of all independent variables are ≤10. Thus, it can be concluded that there is no multicollinearity occur between the independent variables in this research.

Heteroscedasticity Test

The result in figure 4.3 in the next page shows that the scatterplot display diagram spread out. Thus, there was no heteroscedasticity in this research.
The equation used in this research can be seen below:

\[ Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \]

\[ Y = 0.266X_1 + 0.300X_2 + 0.004X_3 + 0.213X_4 + e \]

With the case;

- \( Y \) = Purchase Intention
- \( X_1 \) = Brand Image
- \( X_2 \) = Brand Association
- \( X_3 \) = Brand Awareness
- \( X_4 \) = Perceived Quality
- \( e \) = Error

Based on the equation above, it can be interpreted as follows:

- \( \beta_1 \) = The regression coefficient of Brand Image (X1) is 0.266 and it indicates as a positive regression. This positive regression coefficient explains that the more positive of the Brand Image of Wonderful Indonesia, the higher of consumers' Purchase Intention (Y) will be.

- \( \beta_2 \) = The regression coefficient of Brand Association (X2) is 0.300 and it indicates as a positive regression. This positive regression coefficient explains that the more positive of the Brand Association of Wonderful Indonesia, the higher of consumers' Purchase Intention (Y) will be.

- \( \beta_3 \) = The regression coefficient of Brand Awareness (X3) is 0.04 and it indicates as a positive regression. However, this regression coefficient explains that there are little positive effects on the Brand Awareness of Wonderful Indonesia towards the consumers' Purchase Intention (Y).

- \( \beta_4 \) = The regression coefficient of Perceived Quality (X4) is 0.213 and it indicates as a positive regression. This positive regression coefficient explains that the more
positive of the Perceived of Wonderful Indonesia, the higher of consumers' Purchase Intention (Y).

According to the interpretation in this research, it can be seen that the variable of Brand Image, Brand Association, Brand Awareness, and Perceived Quality are positively influences the Purchase Intention (Y). Thus, when the 'Xs’ variables have increased, it will also be followed by an increase in the Purchase Intention (Y).

**Determinant Coefficient Result**

The result of the coefficient of determination on Adjusted $R^2$ is 0.466. This explains that 46.6% of the Intention to Purchase variable will be influenced by independent variables in this research including the Brand Image, Brand Association, Brand Awareness, and Perceived Quality. However, 53.4% the remaining of variable Purchase Decision will be influenced by the other variables that are not being discussed in this research.

**The Regression Model Test Result (F Test)**

The value $F_{count}$ is 55.410, and the regression value of $df = 4$, and the residual $df = 245$ with $\alpha = 0.05$ which get the result of $F_{table}$ is 2.422. Thus, $H_0$ is rejected and $H_a$ is accepted which means that there is a linear relationship between independent variables with the dependent variable. Consequently, the regression model that has been used in this study is feasible and correct.

**The Hyphothesis Result (t Test)**

**H1 :** The Brand Image variable had a value of $T_{count} > T_{table}$ which was 3.306 > 1.971 with the significance value of Brand Image <0.05 which is 0.001. Thus, on the results of this test $H_0$ is rejected and $H_1$ is accepted which means that the Brand Image ($X_1$) variable has a significant positive effect towards the variable of Purchase Intention (Y) in the value of 0.266 or 26.6%.

**H2 :** The Brand Association variable had a value of $T_{count} > T_{table}$ which was 4.817 > 1.971 with the significance value of Brand Association <0.05 which is 0.000. Thus, on the results of this test $H_0$ is
rejected and $H_a$ is accepted which means that the Brand Association ($X_2$) variable has a significant positive effect towards the variable of Purchase Intention ($Y$) in the value of 0.300 or 30%.

**H3 :** The variable of Brand Awareness had a value of $T_{\text{count}} > T_{\text{table}}$ which was 0.076 < 1.971 with the significance value of Brand Awareness >0.05 which is 0.939. Thus, on the results of this test $H_0$ is accepted and $H_a$ is rejected which means that the Brand Awareness ($X_3$) variable does not significantly effect the variable of Purchase Intention ($Y$) in the value of 0.004 or 4%.

**H4 :** The Brand Image variable had a value of $T_{\text{count}} > T_{\text{table}}$ which was 2.582 > 1.971 with the significance value of Perceived Quality <0.05 which is 0.000. Thus, on the results of this test $H_0$ is rejected and $H_a$ is accepted which means that the Purchase Intention ($Y$) variable has a significant positive effect towards the variable of Purchase Intention ($Y$) in the value of 0.213 or 21.3%.

**Research Implications**

Based on the research, the brand equity that *Wonderful Indonesia* have, which are: its brand image, brand association, brand awareness, and perceived quality are good and already accepted by the ASEAN residence.

Brand Image is something that is portrayed and believed in the brand of a business so that it can build the good name of a business. In this research Brand Image of *Wonderful Indonesia*, which is the respondents' perspective of the brand image of *Wonderful Indonesia*'s service is excellent. Therefore, *Wonderful Indonesia* needs to maintain and maybe improve the image of the national branding so that can attract more international tourist.

While the Brand Association acts as information in gathering distinguishing tools among other brands. The Brand Association is very effective to help improve brand advantages so that the Brand Association can add the quality of *Wonderful Indonesia*'s image and can be a differentiator among another country branding. Therefore, *Wonderful Indonesia* can hold...
gatherings or embrace associations or organizations around ASEAN in order to create strong associations from consumers, so that it will influence consumer perceptions in their intention to use its services.

Based on the result of this research the Brand Awareness of Wonderful Indonesia in respondents' perception is good overall. Moreover, this research showed that there are little relations between brand awareness of Wonderful Indonesia to purchase intention, this results are supported by Yi hsu & Yi Ting Hsu (2006) who suggesting that even though consumers purchased products because they recognize the brand, its only represented that the product was the first one that the consumers associated with. This can be saying that, the customer might know Indonesia but did not aware of its nation branding, Wonderful Indonesia. However, there is no harm if Wonderful Indonesia increasing its promotion so that their consumer brand awareness will increase too.

Finally, there is the Perceived Quality, which is the perception of the customer itself. Perceived Quality is generally subjective. Therefore, Perceived Quality cannot be determined objectively, because the opinions and views of each customer are different from each other. Wonderful Indonesia has a good perceived quality in the respondents' eyes in this research; it has been proved from this research that the perceived quality of Wonderful Indonesia has a strong impact on the respondents' purchase intention.

V. CONCLUSION & SUGGESTION

Conclusions

Based on the calculation of multiple linear regression analysis, it can be seen:

1. Brand Image of Wonderful Indonesia affects and increases the Purchase Intention of consumers' Wonderful Indonesia in ASEAN residence to come to Indonesia.

2. Brand Association of Wonderful Indonesia affects and increases the Purchase Intention of consumers' Wonderful Indonesia in ASEAN residence to come to Indonesia.

3. Brand Awareness of Wonderful Indonesia insignificantly affects the Purchase Intention of consumers' Wonderful Indonesia.
in ASEAN residence to come to Indonesia.
4. Perceived Quality of Wonderful Indonesia affects and increases the Purchase Intention of consumers’ Wonderful Indonesia from ASEAN residence to come to Indonesia.

Suggestions
Based on the conclusions above, some suggestions given by the researcher are expected to be useful for the company or other parties. The suggestions are:
1. For the management, the Brand Equity of Wonderful Indonesia has been accepted by the community, so there is a need to maintain its Brand Equity and increase its promotion in order to increase the awareness of target consumers on the Wonderful Indonesia brand. Maintain and improve the quality can increase the quality perceived by the market.
2. For further research, it is expected to add research variables. Not just covering Brand Equity, but adding variables that might be related to the delivery of the brand itself, such as promotional media.
3. For the further research might consider to specifically test the insignificant affect of Wonderful Indonesia’s brand awareness towards its purchase intention.
4. For further researchers, it is expected to expand the scope of research in different populations and samples.

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