



Brand Equity of A Tourist Destination: An Analysis of Domestic Tourists' Perspectives

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Abstract

According to the Ministry of Tourism's performance in 2019, an increase in international tourist visits to 16.1 million persons resulted in a Rp 280 trillion increase in foreign exchange earnings. This industry currently provides 5.5 % to the national gross domestic product and is expected to grow to 9.9 % by 2025. The purpose of this study is to ascertain tourist behavior by evaluating the application of the Bukittinggi City Brand Equity as a tourist destination from the perspective of domestic tourists who have visited the Bukittinggi City and identifying the Brand Equity dimensions, namely brand awareness, brand loyalty, perceived quality, and brand image. This study employs a quantitative methodology. Explanatory studies utilizing hypothesis testing and descriptive analysis are the types of study. The data for this study came from an online survey of 150 domestic visitors that visited Bukittinggi. A one-sample T-test and mean ranking are used to determine how each dimension of Brand Equity is formed. The One-Sample T-Test revealed that the four dimensions had an effect on the behavior of tourists in Bukittinggi City.

Keyword: Brand Equity, Brand Awareness, Brand Loyalty, Perceived Quality, Brand Image

1. INTRODUCTION

According to the World Travel & Tourism Council (WTTC] (2020), travel and tourism generated 10.3 % of global GDP in 2019, or \$ 8.9 trillion. The travel and tourism industries have generated at least 330 million employment worldwide. Indonesia is one of the countries that prioritize tourist development. This was mentioned in the 2019 Government Work Plan, which said that tourism had been elevated to a national priority for economic growth and employment development. According to the Ministry of Tourism's 2019 Performance Report, the rise in international tourist visits to 16.1 million persons resulted in a boost in foreign exchange revisions of Rp 280 trillion. This industry contributed 5.5 % to the country's GDP in 2015 and is expected to grow to 9.9 % by 2025.

In order to increase the competitiveness of Indonesian tourism, the Ministry of Tourism implements tourism strategies by using "Pesona Indonesia" branding or "Wonderful Indonesian". Wonderful Indonesian logo and Pesona Indonesia are used nationally and internationally as the Indonesian Tourism Logo based on the Decree of the Minister of

Tourism Indonesia Number KM.30 / UM.001 / MP / 2006. Both logos are used in every Indonesian tourism marketing activity.

The city of Bukittinggi is one of the famous cities in West Sumatra, with many tourist objects and tourist destinations (Putra, 2016). The City of Bukittinggi was designated as a tourist city and the main tourist area in West Sumatra on March 11, 1984 (Bukittinggi City Government, 2016). Tourism sustains at least 30% of Bukittinggi City's original revenue (PAD). Bukittinggi City Culture and Tourism Office (2019) states that foreign visitors generally come from the Netherlands, France, Germany, England, Russia, Switzerland, Belgium, Italy, Sweden, Poland, and Ireland. Data from the visit of the domestic tourist city of Bukittinggi is displayed in Table 1 below:

Table 1
Visit of domestic tourists in the city of Bukittinggi

Number	Year	Amount
1	2017	478.400
2	2018	547.976
3	2019	933.609

Source: West Sumatra Province Tourism Office (2019)

Domestic tourists visiting Indonesia increased from 2017 to 2018, according to data from the West Sumatra Province Tourism Office. The increase in tourist numbers must be a priority for the Bukittinggi City Government and other tourism stakeholders. Even so, Bukittinggi City continues to lag behind four other cities/districts in West Sumatra, namely Pantai Selatan Regency, Padang Pariaman Regency, Padang City, and Mentawai Islands Regency, all of which offer a diverse selection of the best tourist destinations.

The Bukittinggi City Government and other tourism stakeholders must understand and analyze the factors that attract tourists in order to maximize promotional efforts. It is critical to understand which tourism assets are owned in order to attract more tourists and to develop long-term growth strategies for Bukittinggi city tourism. According to Kim & Lee (2018), research on brand association and brand equity is necessary to develop and implement a tourist destination strategy approach. To specifically target specific tourist groups. However, some previous studies concentrated exclusively on brand equity tourist destinations on a large scale, namely the state, resulting in data that is extremely broad or broad.

Additionally, earlier research on the motivations of domestic travelers to visit Bukittinggi was extremely restricted. This research was designed to address and resolve the shortcomings of earlier studies and to aid in the promotion of more effective destination branding. By evaluating the variables that contribute to brand equity, this research will ascertain the factors that motivate tourists to visit Bukittinggi. By completing this study, it is hoped that tourism players can have a better understanding of a tourist destination's branding effect based on the opinions of tourists who have visited the city of Bukittinggi. The purpose of this research is to examine brand theory (brand), particularly brand equity.

Many researchers discovered the value of studying a brand of a place, one of which is the brand for a city, dubbed City Branding (Gómez et al., 2015). According to Gomez, Brand Equity may be used to examine the Master of Branding. Numerous experts have proposed various metrics for determining Brand Equity. According to Keller (2013), brand equity is created through brand awareness and brand image. However, according to Konecnik and Gartner (2007), Brand Equity is comprised of four dimensions: brand awareness, brand loyalty, perceived quality, and brand image. According to Konecnik & Gartner, evaluating a tourist destination involves examining the application of brand equity to tourist locations from a tourist perspective. To quantify and examine the execution of the Bukittinggi City Brand Equity, this study utilizes Konecnik & Gartner's four-dimensional Brand Equity model for tourism destinations.

The research will be conducted on 150 domestic visitors who have traveled to Bukittinggi. The purpose of this study is to a) understand domestic tourists' behavior in order to execute the Bukittinggi City Tourism Destinations Brand Equity through the dimensions of brand awareness, brand loyalty, perceived quality, and brand image, and b) Define the components of brand equity, including brand awareness, brand loyalty, perceived quality, and brand image.

1.1. Brand

“Brand” According to the American Marketing Association, a trademark is a name, term, sign, symbol, design, or combination of these elements that serves to identify and differentiate goods or services from rival ones. According to Aaker (2009), a brand is a name or symbol that serves to differentiate a product from competitors. Branding is critical in a competitive market setting; a strong brand makes it more difficult for competitors to enter and compete. According to Kotler and Keller (2009), prior experience with a product or service can assist consumers in learning about the brand. The purpose of brand development or branding is to provide products and services brand strength. Branding is successful when

consumers discover substantial distinctions between brands within the same product or service category.

1.2. Brand Equity

The term "brand equity" refers to the added value that a product or service provides (Kotler & Keller, 2009). According to Aaker (2009), brand equity is a collection of assets and liabilities associated with a product's or service's brand, name, and symbol. Keller (2013) provides a definition of customer brand equity. Brand equity is the differential influence of brand knowledge (brand awareness) on consumer responses to brand marketing efforts (perceptions, preferences, and behavior). If consumers react positively to a brand, it is considered to have positive Brand Equity. Brand equity can have a significant impact on repurchasing or revisiting an item (Kim & Lee, 2018). For tourist locations, brand equity is comprised of four dimensions: brand recognition, brand loyalty, perceived quality, and brand image (Konecnik & Gartner, 2007).

1.3. Brand Awareness

Brand awareness is associated with a strong brand imprint in the minds of consumers and may be quantified as a consumer's capacity to recognize brands in a variety of scenarios. Brand awareness is generated through two processes: brand recognition (consumer ability to provide several characteristics of brands when given the brand as a clue) and brand recall (consumer ability to recognize a brand when given the product category and situation of purchasing or using the brand as clues) (Keller, 2013). *Brand awareness refers to a consumer's capacity to differentiate a product from that of a competitor (Gómez et al., 2015).*

1.4. Brand Loyalty

Aaker (1993) defines a loyalty brand as the degree to which consumers are attached to a particular brand. Consumers' Brand Loyalty is the foundation of Brand Equity; they will continue to purchase brands even if competitors offer superior features, pricing, and comfort. Brand Loyalty is a metric used to assess consumer connection to brands. Aaker categorizes consumer behavior according to a loyalty scale dubbed The Loyalty Pyramid.

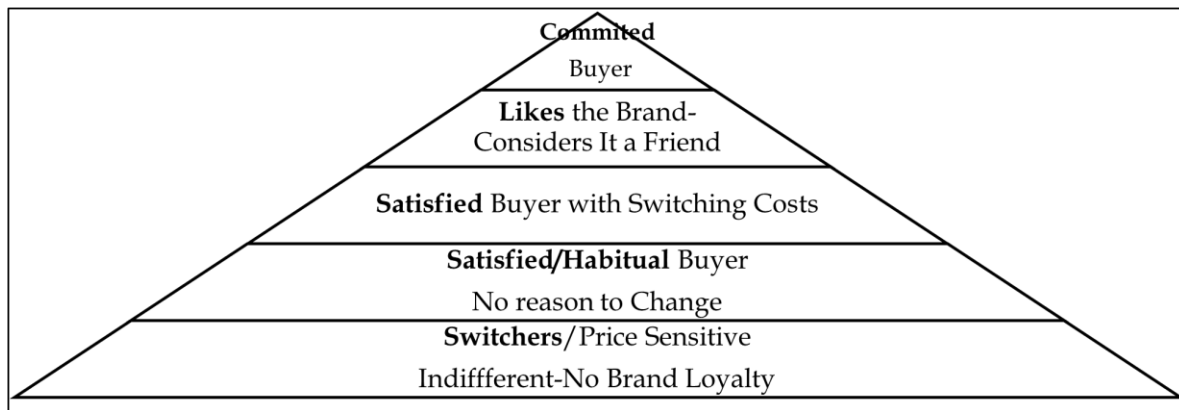


Figure 1. The Loyalty Pyramid

Source: Aaker (1993)

1.5. Perceived Quality

Perceived quality refers to a consumer's overall perception of a product or service in comparison to other alternatives. The longer it takes to reach perceived quality satisfaction, the more difficult it becomes, as consumer expectations for the product rise. As a result, the business must continue to evolve (Keller, 2013). Perceived Quality is a critical component in developing an incredible brand because it captures consumer perceptions. Perceived quality, in particular, is the primary predictor of Brand Equity for tourism locations (Gómez et al., 2015).

1.6. Brand Image

Keller (2013) describes brand image as a unique combination of power, profit, and brand affiliation (brand association) in consumer memory. The picture or image must be well-formed and have a distinct advantage over the competition. Positive brand images can be developed through a marketing campaign in order to establish a strong and distinct brand association in the consumer's memory.

1.7. Research Hypothesis

According to Keller (2013), brand awareness is one of the elements of establishing Brand Equity. Zia et al., (2021) collected data from 390 respondents via surveys for their article Investigating "The Image and Brand Loyalty on Brand Equity: The Mediating Role of Brand Awareness". The purpose of this study is to ascertain the effect of brand loyalty and image on brand equity. The study's findings indicate that brand image and brand loyalty have an effect on brand equity. Amelia (2018), also discovered that brand awareness, perceived quality, and brand loyalty all had a favorable and significant effect on brand equity in additional investigations. The study's findings are titled The Effect of Perceived Quality, Brand

Awareness, and Brand Loyalty on Bed Bintang's Brand Equity in Surabaya. Amelia did a quantitative study with 170 respondents by distributing questionnaires directly to them.

Mega (2016) published a study titled "The Influence of Brand Awareness, Perceived Brand Quality, Brand Association, Brand Loyalty, and Brand Image on Equity Erigo." According to Surabaya pupils. Mega randomly selected 215 respondents who were active students in Surabaya to react to the Erigo brand questions. According to the test results, all variables examined, including brand awareness, perceived quality, brand association, brand loyalty, and brand image, had a positive and statistically significant effect on brand equity.

Konecnik & Gartner (2007) surveyed 402 respondents in Germany and 404 respondents in Croatia to ascertain the aspects of establishing Brand Equity for tourist locations. According to his research journal, Costumer-Based Brand Equity For A Destination, brand awareness was one of the dimensions of establishing brand equity, along with loyalty, perceived quality, and brand image. According to Konecnic and Gartner, a tourist site can be deemed a brand based on consumer evaluation. According to the study's findings, the four elements of Brand Equity are critical when evaluating a tourism location. A well-executed marketing plan in a tourist site can raise tourist awareness, attract image and sense of quality, and influence tourist loyalty.

Then based on the description above, the hypothesis of this research is:

H1: Brand Awareness has a significant effect on the behavior of domestic tourists in the city of Bukittinggi

H2: Loyalty Brand has a significant effect on the behavior of domestic tourists in the city of Bukittinggi

H3: Perceived Quality has a significant effect on the behavior of domestic tourists in the city of Bukittinggi

H4: Brand Image has a significant effect on the behavior of domestic tourists in the city of Bukittinggi

2. METHOD

2.1. Research Design

This study employs a quantitative approach. Explanatory studies utilizing hypothesis testing and descriptive analysis are the types of research. The subjects of this study are Indonesians or domestic tourists who visited Bukittinggi to participate in tourist activities.

2.2. Population and Samples

The population of this study was entirely composed of traveling Indonesians. The sample for this study was selected via non-probabilistic sampling. Purposive sampling was employed to pick the sample, with the sample criteria being the presence of Indonesians traveling to the city of Bukittinggi. This study used a sample size of 150 participants.

2.3. Data Collection Technique

The study required the use of a questionnaire to collect data. Surveys are a collection of structured questions sent to random samples in order to elicit specific information. A list of questions is compiled and organized in the previously determined order. The data for this study were gathered via an electronic or Internet-based questionnaire disseminated via Google Form.

2.4. Data Analysis Technique

(1) One sample t-test was used to determine the average score of brand awareness, brand loyalty, perceived quality, and brand image that was significantly different from 2.5, the scale's middle value, and (2) mean Ranking was used to determine the rank of each dimension of brand equity.

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

Table 2
Characteristics of Respondents

Category	Description	Frequency	%age
Gender	Man	61	40.7%
	Women	89	59.3%
Age	≤ 19 years	32	21.3%
	20-29 years	109	72.7%
	30-39 years	2	1.3%
	40-49 years	3	2.0%
	50-59 years	4	2.7%
Domicile	Jabodetabek	26	17.3%
	Jawa	14	9.3%
	Sumatera	108	72.0%
	Papua	1	0.7%
	Others	1	0.7%
Last Education	SMA/ Equal	64	42.7%
	D1/D3	7	4.7%
	Bachelor S1	69	46.0%
	Master S2	10	6.7%

Tourist frequency in 1 year	1-2 times	65	43.3%
	3-4 times	40	26.7%
	4 times	3	2.0%
	More than 4 times	42	28.0%
1 year tourism expenses	≤ Rp 1.000.000	49	32.7%
	Rp 1.000.000 – Rp 3.999.999	60	40.0%
	Rp 4.000.000 – Rp 6.999.999	27	18.0%
	Rp 7.000.000 – Rp 9.999.999	7	4.7%
	Rp Rp 10.000.000 – Rp 12.999.999	1	0.7%
	≥ Rp 13.000.000	6	4.0%
Monthly expenses	≤ Rp 1.000.000	58	38.7%
	Rp 1.000.000 – Rp 2.999.999	63	42.0%
	Rp 4.000.000 – Rp 4.999.999	15	10.0%
	Rp 7.000.000 – Rp 6.999.999	8	5.3%
	Rp Rp 10.000.000 – Rp 8.999.999	2	1.3%
	≥ Rp 9.000.000	4	2.7%

Source: Primary Data (2021)

According to the chart above, the majority of domestic visitors who visited Bukittinggi were women, accounting for 59.3 % or 89 replies out of a total of 150. The bulk of respondents are from Sumatra, accounting for up to 72 % or 108 respondents, aged 20-29, accounting for up to 46 % or 69 respondents, and the average issued between Rp1,000,000 and Rp3,999,999 for traveling 1-2 times a year. The bulk of respondents, 63 in total, had a monthly expenditure cost of Rp1,000,000-Rp2,999,999.

3.2. One-Sample T-Test and Mean Ranking

Additionally, to address the study's aims, the data were evaluated using the One-Sample T-Test and Mean Ranking. A one-sample T-test is used to determine whether the average score for brand equity, brand awareness, brand loyalty, perceived quality, and brand image is substantially different from 2.5, the scale's middle value.

Table 3
One Sample T-Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
					Test Value = 2.5 (midpoint of rating 1 to 5)	
<i>Brand Awareness</i>	56.844	149	.000	4.05500	3.9140	4.1960
<i>Brand Loyalty</i>	50.658	149	.000	3.88267	3.7312	4.0341
<i>Perceived Quality</i>	56.201	149	.000	3.59807	3.4716	3.7246
<i>Brand Image</i>	61.111	149	.000	4.07340	3.9417	4.2051

Source: Primary Data (2021)

Based on table 3 above, the average sample of brand awareness is significantly different from 2.5, $T(149) = 56,844$, $p = 0,000$; this proves that according to domestic tourists, brand awareness significantly influences the behavior of domestic tourists in Bukittinggi City. The average score of the Loyalty brand dimension differs significantly from 2.5, $T(149) = 50.658$, $p = 0,000$, that value supports H2, the Loyalty brand has a significant effect on the behavior of domestic tourists in Bukittinggi City. The average score of perceived quality dimensions is significantly different from 2.5, $T(149) = 56,201$, $p = 0,000$. This supports H3. Namely, perceived quality significantly influences the behavior of domestic tourists in Bukittinggi City. Furthermore, the average score of the brand image was also significantly different from 2.5, $T(149) = 61.111$, $p = 0,000$. The test results support H4, namely according to the brand image significantly influenced the behavior of the Bukittinggi City domestic tourists.

Table 4
Mean Ranks

ITEM	INDIKATOR	N	Mean	Std. Deviation	Rating
BRAND AWARENESS					
BA2	Kota Bukittinggi mudah dikenali	150	4.2933	.95219	1
BA1	Saya dapat mengingat Kota Bukittinggi dengan cepat	150	4.2667	.98762	2
BA3	Saya dapat mengingat logo atau simbol Kota Bukittinggi	150	3.8933	1.15942	3
BA4	Kota Bukittinggi menempati posisi tinggi pada ingatan saya diantara kota wisata lainnya	150	3.7667	1.16098	4
BRAND LOYALTY					
BL5	Saya akan membagikan informasi positif mengenai Kota Bukittinggi kepada orang lain	150	4.1800	1.04958	1
BL4	Saya akan merekomendasikan Kota Bukittinggi kepada orang lain	150	4.1067	1.02418	2
BL2	Saya ingin melakukan kunjungan lagi ke Kota Bukittinggi	150	4.0200	1.05213	3
BL3	Saya berkomitmen untuk bersiwata ke Kota Bukittinggi	150	3.7000	1.10369	4
BL1	Saya adalah wisatawan yang setia pada Kota Bukittinggi	150	3.4067	1.08743	5
PERCEIVED QUALITY					
PQ2	Kota Bukittinggi merupakan salah satu kota terbaik untuk berwisata	150	3.8667	1.00780	1
PQ3	Kota Bukittinggi terjaga kualitas layanan wisatanya	150	3.5200	.96739	2
PQ1	Kota Bukittinggi menampilkan kualitas layanan wisata yang lebih baik dibanding kota lain	150	3.4067	.75170	3
BRAND IMAGE					
BI1	Kota Bukittinggi memiliki identitas yang unik	150	4.2200	.89645	1
BI2	Kota Bukittinggi adalah kota menarik	150	4.1533	.88793	2

BI3	Kota Bukittinggi cocok dengan tipe destinasi yang diinginkan wisatawan	150	3.8467	.91766	3
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Source: Primary Data (2021)

Among the dimensions of brand awareness, the BA2 indicator has the highest average value of 4,2933. According to domestic tourists, the city of Bukittinggi is easily recognizable. This can be explained by the variety of tourist attractions in the city of Bukittinggi. Based on the official website of the Bukittinggi City Culture and Tourism Office, the tourist attraction includes Gadang Clock, Field Ampek Pulit, Japanese Hole, Sianok Gorge, Fort de Kock, Bung Hatta Palace, and Banjung Saribu. In the dimensions of the loyalty brand, the BI5 indicator has the highest average value of 4,1800. This shows that domestic tourists who have visited Bukittinggi City will share positive information about the city of Bukittinggi to others. Currently, consumers who are loyal and willing to share their experiences on social media become one of the means of promotion, namely Word of Mouth (mouth to mouth promotion).

The PQ2 indicator has the highest average value of 3.8667 in the Perceived Quality dimension. This indication indicates that travelers consider Bukittinggi to be one of the greatest travel destinations. This is undoubtedly helped by the presence of infrastructure that facilitates travel in Bukittinggi. Additionally, the Bukittinggi City Government is regarded as having taken the necessary measures to ensure that several attractions are visited by foreign tourists. The BI1 indicator has the highest average value of 4,2200 of all the brand image parameters. This metric demonstrates that the city of Bukittinggi has a distinct identity in the eyes of tourists.

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

Based on the results of the survey to ascertain domestic tourists' behavior in terms of evaluating the brand equity of tourist locations in the city of Bukittinggi, the following conclusions can be drawn:

- a. Brand Awareness significantly influences the behavior of domestic tourists in the city of Bukittinggi.
- b. Loyalty brand has a significant effect on the behavior of domestic tourists in the city of Bukittinggi.
- c. Perceived Quality significantly influences the behavior of domestic tourists in the city of Bukittinggi.
- d. Brand Image significantly influences the behavior of domestic tourists in the city of Bukittinggi.

- e. Brand Awareness, Brand Loyalty, Perceived Quality, and Brand Image all contribute to the formation of Brand Equity for Bukittinggi City Travel Destinations. Tourists perceive the city of Bukittinggi to be clearly identifiable in comparison to other tourist locations; this adds value to the city's position as one of the primary tourist destinations in West Sumatra. Domestic tourists who visited Bukittinggi City offered positive information about the city's tourism. This is undoubtedly backed by the high quality of tourism, which has led domestic travelers to regard Bukittinggi as one of the city's greatest tourist spots. The city of Bukittinggi's unique identity will enhance Brand Equity. Bukittinggi, as one of the tourist sites in West Sumatra, has a strong tourist destination brand. This was determined by the results of an evaluation of the brand equity application from the standpoint of a domestic visitor who visited Bukittinggi.

4.2. Implication

Based on the findings of the research and conclusions above, the following suggestions can be made to improve results:

- a. For the Bukittinggi City Government
 - 1) The city of Bukittinggi is easily remembered by domestic tourists in terms of brand awareness. However, the local administration must increase awareness of its efforts among tourists. One way to do so is to maximize the use of the promotional mix to communicate tourism in the city of Bukittinggi.
 - 2) The Bukittinggi City Government can leverage brand loyalty by interacting with domestic tourists via social media. Additionally, the municipal administration can develop promotional techniques leveraging UGC (user-generated content), namely material disseminated by domestic tourists in the form of text, images, and videos. This might be done as part of an effort to attract tourists and promote Bukittinggi. Social media use is appropriate given that the majority of respondents in this survey are youths aged 20-29 years.
 - 3) Domestic tourists who have visited Bukittinggi feel that the quality of tourism services might be improved. The city administration can increase the quality of tourism services by requiring officers on guard to use 3s (smile greets) at each tourist destination.
 - 4) The Bukittinggi City Government is supposed to deliver the type of place that tourists demand. The Bukittinggi City Government can leverage numerous communication channels to elicit information about the type of tourist seeking domestic tourism.

b. For further research

- 1) This study measures the Brand Equity of tourist locations using only four dimensions. Other research is intended to incorporate additional dimensions in order to assist the development of the Bukittinggi City Travel Destinations.
- 2) Additional research is anticipated to examine the perceptions of different tourist groups visiting Bukittinggi. This research focuses exclusively on domestic tourists; it cannot be used to characterize the behavior of foreign tourists or other groups of tourists visiting the city of Bukittinggi.

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