

THE INFLUENCE OF CITY BRANDING "SERAMBI NUSANTARA" ON TOURISTS' INTEREST AND DECISION TO VISIT IN PENAJAM PASER UTARA

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Keywords

City branding, tourist interest, visit decision, Penajam Paser Utara, Serambi Nusantara

ABSTRACT

This study examines the extent to which the "Serambi Nusantara" city branding influences tourists' visiting interest and decision-making to visit Penajam Paser Utara. A sample of 400 respondents will be randomly selected using the Slovenian method to determine the sample size, and they will participate in a survey using a structured questionnaire. The findings of this research are expected to provide significant insights into the effectiveness of city branding in influencing tourist behavior and its relevance for developing improved tourism strategies in the region. The analysis results indicate that the city branding significantly affects tourists' visit interest and visit decisions with a contribution of 74.7% and 63.7%, respectively, while visit interest itself significantly influences visit decisions. This research can inform tourism marketing strategies and city branding initiatives aimed at boosting tourism in areas that may possess unique characteristics and challenges.

INTRODUCTION

Penajam Paser Utara, a regency in East Kalimantan Province, has long been known for its natural beauty and cultural richness. In an effort to enhance its tourism potential and attract more visitors, the local government has initiated a city branding program with the slogan "Serambi Nusantara" (The Gateway of the Archipelago). This city branding aims to build a positive image and increase the appeal of the regency as a premier tourist destination. Given the importance of the tourism sector for local economic development, this study will examine the extent to which the "Serambi Nusantara" city branding influences tourists' visiting interest and visiting decisions.

Additionally, with the Indonesian government's plan to relocate the nation's capital from Jakarta to an area that includes parts of Penajam Paser Utara, there is great hope that this relocation will positively impact the region's development, including the tourism sector. This major project, known as Ibu Kota Nusantara (Nusantara Capital), is expected to draw attention not only from local communities but also from the international community. The capital relocation is projected to bring new

infrastructure, improved public facilities, and more economic opportunities, all of which can enhance Penajam Paser Utara's appeal as a tourist destination.

However, to maximize this potential, effective marketing strategies such as the "Serambi Nusantara" city branding are necessary. This research will explore how city branding efforts can leverage the momentum of the capital relocation to boost tourists' interest and decisions to visit Penajam Paser Utara. This evaluation is crucial to ensure that the strategies implemented achieve the desired goals and provide maximum benefits for the region.

City branding is a marketing strategy used by cities to build a strong and appealing identity for various stakeholders. Based on theories from the last 10 years, there are several main dimensions in city branding, namely presence, place, people, potential, pulse, and prerequisites. Presence refers to the city's visibility and attractiveness in the public eye through traditional and digital media (Bronsvort & Uitermark, 2022; Källström et al., 2021; Lis & Iwankowski, 2021; Suryadipura et al., 2021; Turoń et al., 2022). Place includes the physical elements of the city such as architecture and public facilities that contribute to the city's identity (Carmona, 2021; Cheshmehzangi, 2020; Nursanty, 2021; Peng et al., 2020; Smith et al., 2021). People involve the local residents who act as ambassadors in spreading the city's positive image through social and digital interactions (El Banna & Stoica, 2021; Maziashvili et al., 2023; Maziashvili & Kowalik, 2022; Ramadhani & Indradjati, 2023; Zhao et al., 2022). Potential refers to the economic opportunities and growth prospects offered by the city (Bibri et al., 2020; Hastuti & Setyawan, 2021; Kirmat et al., 2020). Pulse describes the energy and vitality of the city through social life, culture, and recreational activities (Kang et al., 2021; Li et al., 2022; Pozoukidou & Chatziyiannaki, 2021). Prerequisites include the basic infrastructure and services that support the city's comfort, such as transportation and healthcare services (Haque et al., 2022; Javed et al., 2022; Seliverstov et al., 2020). By understanding these various dimensions, the research can provide in-depth insights into how the city branding "Serambi Nusantara" influences the interest and decision to visit tourists in Penajam Paser Utara.

Visitor interest is the desire or intention of an individual to visit a tourist destination based on its attractiveness and the information received. Several key dimensions influence visitor interest, namely: Awareness, which involves knowledge about the destination and is initially sparked by promotions and information disseminated through various media channels (Sotiriadis, 2020). Interest, which arises when potential tourists perceive that the destination offers unique experiences or values (Aydın & Alvarez, 2020). Perceived Quality, encompassing tourists' evaluations of various aspects of the destination such as facilities, safety, and services (Amisshah et al., 2022). Visit Intention, which represents the actual intention of tourists to visit the destination in the future (Luo & Ye, 2020). Understanding these dimensions provides deeper insights into the factors influencing tourists' interest in visiting Penajam Paser Utara within the context of city branding "Serambi Nusantara."

Visitor decision-making is an advanced stage of interest reflected in tourists' actual actions to visit a tourist destination. Several theories and dimensions of visitor decision-making have been identified: Ticket/Accommodation Purchase is a strong indicator of visitor decisions, reflecting tourists' commitment to travel (Dudek et al., 2020). Visit Frequency measures how often tourists visit a particular destination, influenced by their previous positive experiences (Mainolfi & Marino, 2020). Visit Experience encompasses tourists' overall experiences during their visit, influencing their decisions to return or recommend the destination (Sitepu & Rismawati, 2021). By understanding these dimensions within the context of city branding "Serambi Nusantara," this study aims to provide a deeper understanding of how this strategy influences tourists' interest and decision-making to visit Penajam Paser Utara.

A study by Kavartzis & Ashworth (2010) explored the concept of city branding and its effectiveness as a tool to emphasize city identity or simply as a temporary marketing trick. They analyze how city branding efforts can influence the perception and attractiveness of a city to various stakeholders. On the other hand, local research by Syamsuddin (2020) focuses on the influence of city branding on tourist interest in Malang City. This research may focus more on the practical application of city branding in increasing tourist visits by considering specific local factors.

Research examining the impact of the city branding initiative "Serambi Nusantara" on tourists' interest and decision to visit Penajam Paser Utara can significantly contribute to broadening our understanding of city branding applications in diverse contexts. The study of "Serambi Nusantara" in Penajam Paser Utara illustrates how regional branding strategies can influence the perception and attractiveness of a locality, akin to the general findings of Kavartzis & Ashworth (2010) on city branding effects. Meanwhile, localized research in Penajam Paser Utara that adapts the concept of city branding can specifically explore how the highlighted regional identity in "Serambi Nusantara" affects tourists' interest in visiting, similar to the analysis in Syamsuddin's (2020) study concerning Malang. This would provide deeper insights into the practical application of city branding in enhancing tourism in areas that may possess unique characteristics and challenges like Penajam Paser Utara.

Despite various efforts to promote Penajam Paser Utara as a tourist destination, there are still some challenges affecting the effectiveness of this city branding. This research aims to address whether the "Serambi Nusantara" city branding significantly influences tourists' visiting interest and decisions, and whether tourists' visiting interest significantly influences their visiting decisions. The contribution lies in providing empirical evidence on the effectiveness of city branding in influencing tourist behavior and understanding the link between tourists' interest and their visiting decisions. This can inform tourism marketing strategies and city branding initiatives aimed at boosting tourism.

METHODS

The targeted population includes domestic and international tourists who have an interest in or have visited the area. A sample of 400 respondents will be randomly selected using the Slovenian method to determine the sample size, and they will participate in a survey using a structured questionnaire. The questionnaire will cover questions about knowledge, perceptions, and preferences related to "Serambi Nusantara," as well as other factors influencing visitation decisions. Data will be collected through an online survey. Data analysis will involve descriptive techniques to depict sample characteristics and regression analysis to examine relationships between independent variables (such as knowledge and perceptions of city branding) and dependent variables (interest and decision to visit). The findings of this research are expected to provide significant insights into the effectiveness of city branding in the context of Penajam Paser Utara and its relevance for developing improved tourism strategies in the region.

RESULTS

Table 1. R-Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.747	.746	4.863

a. Predictors: (Constant), TotalX

The table above explains the magnitude of the relationship (R), which is 0.864. From the output, the coefficient of determination (R Square) is obtained at 0.747, meaning that the influence of the city branding variable on the visit interest variable is 74.7%.

Table 2. Regression

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27788.455	1	27788.455	1175.243	<.001 ^b
	Residual	9410.655	398	23.645		
	Total	37199.110	399			

a. Dependent Variable: TotalY1

b. Predictors: (Constant), TotalX

From the table above, it can be seen that the F value is 1175.243 with a significance level of 0.001 < 0.05, indicating that the regression model can be used to predict the participation variable, or in other words, there is an influence of the city branding variable on visit interest.

Table 3. Coefficient

Coefficients^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.594	1.486		1.746	.081
	TotalX	.573	.017	.864	34.282	<.001

a. Dependent Variable: TotalY1

Based on the significance value: from the coefficients table, a significance value of 0.001 < 0.005 is obtained, so it can be concluded that the city branding variable affects the visit interest variable. Based on the t value: it is known that the calculated t value is 34.282 > t table 1.965, so it can be concluded that the city branding variable affects the visit interest variable.

Table 4. R-Square (2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.636	3.046

a. Predictors: (Constant), TotalX

The table above explains the magnitude of the relationship (R), which is 0.798. From the output, the coefficient of determination (R Square) is obtained at 0.637, meaning that the influence of the city branding variable on the visit decision variable is 63.7%.

Table 5. Regression

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6486.316	1	6486.316	699.176	<.001 ^b
	Residual	3692.282	398	9.277		
	Total	10178.598	399			

a. Dependent Variable: TotalY2

b. Predictors: (Constant), TotalX

From the table above, it can be seen that the F value is 699.176 with a significance level of 0.001 < 0.05, indicating that the regression model can be used to predict the participation variable, or in other words, there is an influence of the city branding variable on the visit decision.

Table 6. Coefficient (2)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	-.195	.931		-.210	.834
	TotalX	.277	.010	.798	26.442	<.001

a. Dependent Variable: TotalY2

Based on the significance value: from the coefficients table, a significance value of 0.001 < 0.005 is obtained, so it can be concluded that the city branding variable affects the visit decision variable. Based on the t value: it is known that the calculated t value is 26.442 > t table 1.965, so it can be concluded that the city branding variable affects the visit decision variable.

Table 7. R-Square (3)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.815	.814	2.177

a. Predictors: (Constant), TotalY1

The table above explains the magnitude of the relationship (R), which is 0.903. From the output, the coefficient of determination (R Square) is obtained at 0.815, meaning that the influence of the visit interest variable on the visit decision variable is 81.5%.

Table 8. Regression (3)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	8293.159	1	8293.159	1750.615	<.001 ^b
	Residual	1885.438	398	4.737		
	Total	10178.598	399			

a. Dependent Variable: TotalY2

b. Predictors: (Constant), TotalY1

From the table above, it can be seen that the calculated F value is 1750.615 with a significance level of $0.001 < 0.05$, indicating that the regression model can be used to predict the participation variable, or in other words, there is an influence of the visit interest variable on the visit decision variable.

Table 9. Coefficient (3)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.869	.606		-1.434	.152
TotalY1	.472	.011	.903	41.840	<.001

a. Dependent Variable: TotalY2

Based on the significance value: from the coefficients table, a significance value of $0.001 < 0.005$ is obtained, so it can be concluded that the visit interest variable affects the visit decision variable. Based on the t value: it is known that the calculated t value is $41.840 > t$ table 1.965, so it can be concluded that the visit interest variable affects the visit decision variable.

CONCLUSION

The study reveals that the city branding of "Serambi Nusantara" significantly impacts tourists' visit interest and decision-making, with a significant contribution of 74.7% and 63.7%, respectively. The study also found that visit interest significantly influences visit decisions, with a contribution of 81.5%. This suggests that an effective city branding strategy can significantly enhance tourists' interest and decision to visit Penajam Paser Utara. Future research could include comparative studies to identify best practices and unique factors, longitudinal research to examine how the influence of city branding evolves over time, and investigating the psychological and social factors that mediate the relationship between city branding, visit interest, and decision-making. Additionally, exploring the role of digital media and online platforms in enhancing city branding efforts could provide valuable insights.

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