

The Effect of Successful City Branding and MotoGP Tourism Events on Tourists' Decision to Revisit Mandalika

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Abstract

Mandalika is one of the special economic zones (SEZ) and is one of the super priority tourism destinations, this makes development that empowers the potential of resources successful to create city branding and the implementation of MotoGP tourism events on March 2022 attracts tourists to visit mandalika again, This study is a quantitative study to assess the degree of influence of Variable city branding (X1) with Presence, Potential, Place, Pulse, People, Prerequisite Indicators and MotoGP tourism events (X2) with indicators attraction, accesibility, dan amenities. on the decision to revisit (Y) with indicators of Destination Perception, Suitability of Desire, and Information & Promotion with the method of multiple linear regression analysis through the distribution of questionnaires to 100 respondents, the results of this study are known that city branding and MotoGP tourism events have a significant influence on the decision of tourists to visit Mandalika again.

Keywords

city branding; MotoGP tourism event; decision to revisit; Mandalika



I. Introduction

Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions.

The development of the Mandalika Special Economic Zone (SEZ) is a government solution to develop the potential resources owned for improving the economy and community welfare in Mandalika, according to Yusril Ihza Mahendra (2020: 2) Special Economic Zones (SEZ) are areas with certain boundaries that are enclosed in areas or regions to carry out economic functions and obtain certain facilities. The SEZ is developed through the preparation of areas that have geoeconomic and geostrategic advantages and serve to accommodate industrial activities, exports, imports, and other economic activities that have high economic value and international competitiveness. Mandalika City Branding is an important role in the Mandalika Special Economic Zone (SEZ). According to Anholt in Moilanen dan Rainisto (2009:7) define city branding as image management of a destination through strategic innovation and economic, commercial, social, cultural coordination. The role of city branding here is to create positioning and differentiation to introduce the potential of the area to tourists.

On March 18-20, the Mandalika MotoGP was successfully held with enthusiasm and quite warm visitors, this can be proven by the total number of visitors reaching 102,801 according to the well-known British journalist Simon Patterson. With a breakdown of 62,923 people present on the main day of the race on 20 March 2022, 9,857 people on the first day of qualifying on 18 March 2022. And 30,021 people on the second day of qualifying on March 19, 2022. With the successful implementation of this event, many visitors and invited guests were satisfied with the implementation of this event well, in addition to being well organized. This event also provides a fairly good multiplier effect with the increasing economy and tourism activities and creative industries of the Mandalika community.

Table 1. Total Visitors to the 2022 Mandalika MotoGP

Day	Total
1	9.857
2	30.021
3	62.923

Source: Simon Patterson, 2022.

Based on this, researchers are interested in carrying out the research title The influence of the Success of City Branding and MotoGP Tourism Events on the decision to visit Mandalika again, with the formulation of the problem: (1) How the influence of City Branding Hexagon in the successful implementation of the Mandalika MotoGP 2022 on the decision to visit tourists back to Mandalika; (2) How the Event affects the successful implementation of the 2022 Mandalika MotoGP on the decision to revisit tourists to Mandalika; (3) How the influence of City Branding Hexagon and The Event together in the successful implementation of the 2022 Mandalika MotoGP on the decision to revisit tourists to Mandalika.

II. Review of Literature

2.1 City Branding

City Branding is the management of a destination through strategic innovation and coordination of economic, social, commercial, cultural and regular (regular) Kavaratiz dan Ashworth (2005:508) said to be a conscience that is also a lot of people in the same time. City brothers will be structured with the centuries of the same as the function tool to introduce or market the regional potential to all stakeholders from local to international. One of the goals of city branding is to attract the attention of investors and tourists to develop and market the tourism potential that is owned. City Branding has a function as a tool to communicate a place (city, district or province) to stakeholders (Yananda and Salata, 2014:34). City Branding Hexagon Inholt created the city branding hexagon to measure the effectiveness of city branding. According to Inholt (2007:59) measurement of city branding effectiveness based on Figure 1 consists of six other aspects: Presence, Potential, Place, Pulse, People, Prerequisite.



Source: Anholt, 2007

Figure 1. City Brand Hexagon

2.2 Special Events

Special Event is an activity that is quite important in an effort to satisfy many people, to participate in an opportunity where this activity is able to satisfy and provide pleasure for those who also directly involved in the special activities carried out. According to Ruslan in Bima Supto (2005,212) a special event is an event that is generally intended to gain mass media attention for clients, companies or products, this event is also designed to send certain company messages, and can be said to be a special event because it is special, unique, or something uncommon. A special event can also be in the form of a product launch. Or product publicity. Activities that are specifically designed and planned in the series of each program are called special events. These activities, among others, contain several characteristics, namely, supporting management activities to achieve organizational goals, creating a good image and public trust. According to Kemal (2017), special events are actually usually included in the main management activities and annual public relations work programs. As an example of the activities celebrating the independence of the Republic of Indonesia which is celebrated every August 17, is an example of a special event that has a special meaning. In addition, various organizations / companies also organize activities related to religious holidays: for example Christmas, Ramadan, Eid or Chinese New Year, which in their nature exudes a special meaning for the public.

Organizing a special event (Special event) is the main purpose of holding a special event or other activities to be able to attract special attention to the target audience. To achieve this, there are two important factors that can be understood so that the desired special event goal can be achieved, namely the element of entertainment (entertainment) and the element of excitement (memorable) (Pudjiastuti, 2010). Even then, it is interpreted that a special event is a very special event activity that is different from other public events that can be aimed at the public by making a series of activities, also able to provide impression or entertainment, which is indeed already designed or planned. Menurut Yoeti (2002:165) berhasilnya suatu tempat wisata hingga tercapainya industri wisata sangat tergantung pada atraksi (attraction), aksesibilitas (accessibility), dan fasilitas (amenities).

2.3 Decision to Revisit

According to Peter dan Olson dalam Nitisusastro (2012:195) consumer decision making is a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes with human behavior factors The decision to visit in this research is a concept that is likened to a purchase decision. Menurut Nitisusastro (2012:194) Defined the decision to visit is the final process stage of a series of process stages that occur in consumer behavior. The experience that consumers get from a product with a certain brand will certainly make a positive impression on the product, this is the case in 2003. Purchase interest again is a form of positive behavior after making a purchase, in this condition the

concept of interest in visiting back is the same as buying interest. The interest in revisiting is a form of tourist concern about the destination based on previous experience (Mckercher and Wong 2004). Interest in revisiting is an intention that refers to the availability of tourists to visit the same destination (Um; Chon; Ro 2006:1155). Butcher (2005:130) argues that consumer interest in repurchasing is one measure of the success of a company, however. Indicators of visiting decisions in Anjar Hari (2011), namely: Information, promotion through advertising, destination perception, beliefs, suitability of desires, satisfaction, recommending to others.

III. Research Method

3.1 Research Design

This research was conducted in the Mandalika Special Economic Zone (SEZ) on the Success of City Branding with *presence, Potential, Place, Pulse, People*, and *Prerequisite indicators* and MotoGP Tourism Events with *Attraction, Accesibility, and Amenities indicators* to Revisiting Visiting Decisions with indicators of Destination Perception, Suitability of Desire, and Information & promotion to Mandalika using Quantitative research type.

3.2 Population and Sample

a. Population

According to Sugiyono (2017), Population is a general area consisting of objects and subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population used in this study was the total visitors to the 2022 Mandalika MotoGP Event. The total number of visitors during the 3 days of implementation was 102,801 spectators.

b. Samples

According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population, the sampling technique used by the researcher in the imi researcher is purposive sampling, the purpose of using this method is to take data that has been adjusted to the specified criteria, as for the specified criteria, namely anyone who coincidentally has been to the location at least once.

The sample size required was determined using a formula developed by Slovin (Kusmayadi and Sugiarto, 2000:74), because the majority of this study was focused on the number of respondents visiting the 2022 Mandalika MotoGP International Event, The population visiting in this event is 102,801 Visitors, in the Slovin formula the desired error rate is 10%, then the number of Samples used is:

Sampling formula:

$$n = N / 1 + Ne^2$$

Information:

n = Sample Size

N = Population Size

e = Percent Leeway of inaccuracy due to still tolerable or chillable sampling errors i.e. 10%

$$n = 102,801 / 1 + 102,801 (0.1)^2$$

$$n = 102,801 / 1 + 1028.01$$

n = 102,801 / 1029.01
n = 99.90 = 100

From the description above, a total sample using the Slovin formula was obtained as many as 100 respondents.

3.3 Data Collection Technique

The data collection technique in this study was carried out with data collection instruments through interviews and the dissemination of questionnaires to respondents. The interview was conducted at the Mandalika MotoGP International Event. The questionnaire in this study is a data collection in the form of a list of statements in the form of close end questions (closed statements) patterned on the assessment priority scale in accordance with the principle of weighting scores according to the likert scale. The weighting of the likert scale is presented in the table:

Table 2. Likert Scale

No.	Statement	Score
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

Source: Data Processing, 2022

3.4 Hypothesis Test Analysis

Hypothesis for partial testing (T Test)

a. City Branding on the decision to revisit

Ho: There is no significant connection between City Branding and Travellers' Decision to Revisit

H1: There is a significant relationship between City Branding and The Decision of Tourists to Revisit

b. Event on the decision to revisit the visit

Ho: There is no significant connection of the Event to the Decision of a Traveller to Revisit

H2: There is a significant connection between the Event and the Traveller's Decision to Revisit

c. City Branding and Events on the decision to revisit

Ho: There is no significant link between City Branding and Events in Stimulant terms with Travellers' Decision to Revisit

H3: There is a significant relationship between City Branding and Events in Stimulant terms with the Decision of Tourists to Revisit

IV. Results and Discussion

4.1 Characteristics of Tourists

Table 3. Characteristics of Mandalika Visitors

Information		Frequency	Percentage
Gender	Man	47	47%
	Woman	53	53%
Total		100	100%
Age	1 – 15	0	0%
	16 – 30	92	92%
	31 – 45	3	3%
	➢ 45	5	5%
Total		100	100%
Education Level	SD	0	0%
	JUNIOR	0	0%
	SMA	40	40%
	Bachelor	60	60%
Total		100%	100%
Income Level	IDR 1 – 2,000,000	14	14%
	IDR 2,000,000 – 4,000,000	18	18%
	IDR 4,000,000 – 6,000,000	26	26%
	➢ IDR 6,000,000	42	42%
Total		100	100%
Visiting Day	Day 1 – 2	17	17%
	Day 2 – 3	27	27%
	Day 1 – 3	56	56%
Total		100%	100%

Source: Data Processing (2022)

Based on the characteristics of mandalika visitors, visitors with a female gender are more dominant with a total percentage of 53%, visitors with an age range of 16-30 years also dominate with a percentage of 92%, visitors with the majority of undergraduate education levels present with a percentage of 60%, the majority of visitors with income levels above Rp 6,000,000 visit with a percentage of 42%, and the majority of visitors attend on days 1 – 3 with a percentage of 56%.

4.2 Validity Test

Table 4. Validity Test

Variables	Indicators	Items	R-Count	R-Table	Information
City Branding (X1)	Potential	X1.1.1	0,568	0.195	Valid
		X1.1.2	0,525	0.195	Valid
		X1.1.3	0,694	0.195	Valid
	Place	X1.2.1	0,530	0.195	Valid
		X1.2.2	0,517	0.195	Valid
		X1.2.3	0,600	0.195	Valid
	Browse	X1.3.1	0,712	0.195	Valid

		X1.3.2	0,656	0.195	Valid
		X1.3.3	0.663	0.195	Valid
		Prerequisite	X1.4.1	0,625	0.195
	X1.4.2		0,595	0.195	Valid
	X1.4.3		0,680	0.195	Valid
	Pulse	X1.5.1	0,364	0.195	Valid
		X1.5.2	0,608	0.195	Valid
		X1.5.3	0,565	0.195	Valid
	Presence	X1.6.1	0,662	0.195	Valid
		X1.6.2	0,690	0.195	Valid
		X1.6.3	0,566	0.195	Valid
	Tourism Events (X2)	Attraction	X2.1.1	0,663	0.195
X2.1.2			0,654	0.195	Valid
X2.1.3			0,598	0.195	Valid
Accessibility		X2.2.1	0,668	0.195	Valid
		X2.2.2	0,624	0.195	Valid
		X2.2.3	0,721	0.195	Valid
Amenities		X2.3.1	0,730	0.195	Valid
		X2.3.2	0,618	0.195	Valid
		X2.3.3	0,683	0.195	Valid
Decision to Revisit (Y)	Destination Perception	Y1.1.1	0,793	0.195	Valid
		Y1.1.2	0,754	0.195	Valid
		Y1.1.3	0,742	0.195	Valid
	Conformity of Desire	Y1.2.1	0,674	0.195	Valid
		Y1.2.2	0,594	0.195	Valid
		Y1.2.3	0,603	0.195	Valid
	Information & Promotions	Y1.3.1	0,657	0.195	Valid
		Y1.3.2	0,637	0.195	Valid
		Y1.3.3	0,667	0.195	Valid

Source: SPSS Data Processing (2022)

Based on the understanding and table 4 above, it can be stated that all questions of Variable City Branding (X1), Tourism Events (X2), and Decisions to Visit Again (Y) can be declared valid, all Rhitung have results > 0.30 from Rtabel.

4.3 Reliability Test

Table 5. Reliability Test

Variables	Cronbach's Alpha	Cronbach's Alpha Limits	Information
City Branding (X1)	0,907	$\text{>} 0,60$	Reliable
Tourism Events (X2)	0,912	$\text{>} 0,60$	Reliable
Decision to Revisit (Y)	0,920	$\text{>} 0,60$	Reliable

Source: SPSS Data Processing (2022)

Based on the results in table 5 presented, it can be concluded that the questionnaire of all variables is declared Reliable, this is evidenced by the entire variable questionnaire Variable City Branding (X1), Tourism Events (X2), and Decision to Visit Again (Y) has a Cronbach Alpha (α) level of > 0.60 .

4.4 Normality Test

**Table 6. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,79453474
Most Extreme Differences	Absolute	,082
	Positive	,082
	Negative	-,028
Statistical Test		,082
Asymp. Sig. (2-tailed)		,136 ^c

- a. Test distribution is Normal.
 - b. Calculated from data.
 - c. Lilliefors Significance Correction.
- Source: SPSS Data Processing (2022)

Based on the results in table 6. It can be seen that the value of Asymp. Sig. (2-tailed) is 0.136. This result is greater than the standard value of > 0.05 . It can be stated that the data in the study are normally distributed.

4.5 Multicholinerarity Test

**Table 7. Multicholinerarity Test Results
Coefficients**

Type		Collinearity Statistics	
		Tolerance	VIF
1	City Branding	.648	3.899
	Tourism Events	.648	3.899

- a. Dependent Variable : Decision to Revisit
- Source: SPSS Data Processing (2022)

Based on table 7, the results of the multicholinerarity test show a tolerance value of $0.648 > 0.1$ and a VIF value of $3,899 < 10$. It can then be concluded that there is no multicollinearity between the Decision-Free Variables of Revisiting in the regression model.

4.6 Heterochedatisity Test

**Table 8. Heterochedatisity Test Results
Coefficients**

Type		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std.Error			
1	(Constant)	3,865E-15	4.753		.000	1.000
	City Branding	.000	.000	.000	.000	1.000
	Tourism Events	.000	.000	.000	.000	1.000

- a. Dependent Variables
- Source: SPSS Data Processing (2022)

Based on tabel 8 heterokedasity test results, **no heterokedasity occurred** due to a t value < 0.5 and a signification value of > 0.5 .

4.7 Auto Correlation Test

Table 9. Auto Correlation Test Results
Summary^b Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743a	.528	.514	3.507	2.244

a. Predictors: (Constant), City Branding, Tourism Event

b. Dependent Variable: Decision to Revisit

Source: SPSS Data Processing (2022)

Based on Table 9, the results of the auto correlation test showed that Durbin-Watson had a value of 2,244, according to Ghozali (2018) the basis for decision making in the autocorrelation test using the durbin-watson test (DW test). With the results of the Durbin-Watson AutoCorrelation Test as follows:

$n = 100$

$d = 2.346$'s

$dL = 1.663$

$dU = 1.715$

$4 - dL = 4 - 1,663 = 2,337$

$4 - dU = 4 - 1.715 = 2.285$

Result : $Du < d < d-dU = 1,715 < 2,244 < 2,285 = \text{No AutoCorrelation}$

4.8 F Test

Table 10. F Test Results
ANOVA^a

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1474.796	2	737.398	84.592	.000 ^b
	Residual	845.564	97	8.717		
	Total	2320.360	99			

a. Dependent Variable: DecisionsRejoiningReturn

b. Predictors: (Constant), Tourism Events, City Branding

Source: SPSS Data Processing (2022)

Based on table 10 simultaneous F Test results obtained Fhitung of $84,592 > F_{tabel}$ of $3,087$ with Significance of $0.000 < 0.5$ so that it can be concluded that the independent variable City Branding and Tourism Event simultaneously affect the dependent variables of the Decision to Visit Back to Mandalika.

4.9 T Test

Table 11. T Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t.	Sig	
	B	Std.Error	Beta			
1	(Constant)	10.391	6.335		3.268	.652
	City Branding	.482	0,40	.776	12.167	.000
	Tourism Events	.762	.079	.699	9.676	.000

a. Dependent Variable : Decision to Revisit

Source: SPSS Data Processing (2022)

Based on Table 11, the T Test Results can be explained as follows:

- a. Testing the independent city branding variable hypothesis on the dependent variable of the visiting decision again resulted in a Thitung value of 12,167 and a significance value of 0.000, in a Ttabel count ($\alpha=0.05$) is 1,984, so that the Thitung value is $12,167 > T_{tabel}$ 1,984 with a significance of $0.000 < 0.05$. So H_0 was rejected and H_1 was partially accepted City Branding had a positive and significant effect on the decision to revisit
- b. Testing the hypothesis of the independent variable tourism event on the dependent variable of the visiting decision again resulted in a Thitung value of 9,676 and a significance value of 0.000, in a Ttabel count ($\alpha= 0.05$) was 1,984, so that the Thitung value was $9,676 > T_{tabel}$ 1,984 with a significance of $0.000 < 0.05$. So H_0 ditolak and H_2 received apartial Tourism Event has a positive and significant effect on the decision to visit again

4.10 Multiple Linear Regression Test

Table 12. Summary model hasil Of Multiple Linear Regression Test
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797	.636	.628	2.952

a. Predictors : (Constant), City Branding, EventSpirantry

Source: SPSS Data Processing (2022)

Based on table 12 the results of the multiple linear regression test dapat are described as follows:

- a. Score R 0.797 shows that the relationship of free variables and bound variables has a strong relationship, with the interpretation of the level of strong relationships ranging from 0.60 – 0.799
- b. This value of R Square 0.636 shows that the contribution of free variables in bound variables has a contribution value:

$$KP = R^2 \times 100\%$$

$$KP = 0.636 \times 100\%$$

$$KP = 63.6\%$$

The amount of contribution of free variables (City Branding and Tourism Events) to bound variables (Visiting Decisions) is 63.6%

- c. This Adjusted R Square value of 0.628 indicates that the contribution of free variables to bound variables has a contribution value:
 $KP = R^2 \times 100\%$
 $KP = 0.628 \times 100\%$
 $KP = 62.8\%$
 The amount of contribution of free variables (City Branding and Tourism Events) to the bound Variable (Revisiting Decision) is 62.8%, but this value is used when performing the estimated value of the bound variable.
- d. This Std. Error of the Estimate value of 2,952 indicates the linear regression error rate, the smaller the number the better the regression equation.

Table 13. Coefficients of Multiple Linear Regression Test Results
Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	
	B	Std.Error	Beta			
1	(Constant)	.571	3.101		.184	.854
	City Branding	.255	.057	.572	.000	.000
	Tourism Events	.299	.100	.275	.003	.003

a. Dependent Variable : Decision to Revisit
 Source: SPSS Data Processing (2022)

Based on the coefficient table, the regression equation is obtained as follows:

$$Y = 0.571 + 0.255 X_1 + 0.299 X_2$$

- B0 has a value of 1,125 indicating the magnitude of the decision to visit again if city branding and tourism events are equal to 0
- B1 has a value of 0.255 indicating the magnitude of the decision on the magnitude of the positive influence of City Branding on the decision to revisit tourists to Mandalika with the fixed assumption that any increase in city branding will increase the decision to visit again by 0.255
- B2 has a value of 0.299 indicating the magnitude of the decision on the magnitude of the positive influence of tourism events on the decision to re-visit tourists to Mandalika with the fixed assumption that any increase in tourism events will increase the decision to visit again by 0.299

V. Conclusion

The results and discussion in the study entitled The Effect of The Success of City Branding and MotoGP Tourism Event 2022 on the Decision to Revisit Mandalika have the following conclusions:

1. City Branding has a Positive and Significant Influence on tourists' Returning Decisions to Mandalika
2. Tourism Events have a Positive and Significant Influence on tourists' Returning Decisions to Mandalika
3. City Branding and Tourism Events simultaneously have a Positive and Significant influence on the Decision to Revisit tourists to Mandalika

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