THE INFLUENCE OF DIGITAL MARKETING ON TOURISM BRANDING STRATEGY (Case Study on "Cengklik Reservoir" attraction, Boyolali, Central Java, Indonesia)

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Abstract

This study explores the impact of digital marketing on tourism branding strategies, with a focus on the "Cengklik Reservoir" attraction in Boyolali, Central Java, Indonesia. Utilizing a quantitative research approach, we examine the relationships between experience quality, destination image, perceived value, satisfaction, and behavioral intentions among visitors. Data was collected through a structured questionnaire distributed to a diverse sample of visitors. The analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the measurement and structural models. Findings indicate that both experience quality and destination image significantly influence perceived value and satisfaction, which in turn affect visitors' behavioral intentions. These insights are crucial for developing effective marketing strategies to enhance visitor experiences, build a strong destination image, and foster customer loyalty, ultimately contributing to the sustainable growth of the Cengklik Reservoir as a tourist destination.

Keywords: experience quality, destination image, perceived value, satisfaction, and behavioral intention.

Introduction

A reservoir is an enlarged lake behind a dam, usually built to store fresh water, often doubling for hydroelectric power generation. Reservoirs are created by controlling a watercourse that drains an existing body of water, interrupting a watercourse to form an embayment within it, excavating, or building any number of retaining walls or levees to enclose any area to store water (Philpott et al., 2009; Soumis et al., 2004; Teodoru et al., 2012). Cengklik reservoir is not only functionally used for irrigation and aquaculture, but are also used as recreation areas. The reservoir is an important segment of the tourism and hospitality industry and serve as economic engines for the local communities they operate in (Bigné et al., 2005; Manthiou et al., 2016)

Based on data released by Central Bureau of Statistics (*Central Bureau of Statistics*, 2023), there has been a decline in visits to destinations, in 2020 there were 5551 visitors, in 2021 there were 5379 visitors, and in 2022 there were 4053. The decline in 2020 was the impact of the Covid-19 pandemic, but the decline still occurred even though the pandemic has subsided. This reduction needs to be evaluated in managing the reservoir as a tourist attraction. A deeper comprehension of the experiential aspects of consuming, such as visitors' affective reactions to satisfying psychological demands through theme park activities, can be gained by evaluating the quality of their experiences(N. P. Jin et al., 2015; Wu, 2014). Since positive experiences influence visitors' post-consumption behaviors, such as satisfaction, image, and perceived value, as well as behavioral intentions like revisit intentions and positive word-of-mouth, improving visitor satisfaction and understanding customers' experiences has become crucial for one of the important marketing strategies(Başarangil, 2018; N. P. Jin et al., 2015; Wu, 2014).

According to earlier studies, primary marketing objective is to make sure that every guest has a good time(N. P. Jin et al., 2015). However, according to (Ma et al., 2017), meeting and exceeding guests' expectations is a crucial step before reaching this goal. Exceeded expectations lead to happiness, which in turn helps to create and maintain the favorable perception of water parks among guests (Jin et al., 2016). Building and preserving a positive reputation is essential, nevertheless, as customers are frequently prepared to pay comparatively more if their opinions of you are positive (Bigné et al., 2005). Finally, the ultimate goal of increasing perceived value is to retain satisfied visitors by taking customers' demands and improving their experience quality in the tourism industry. However, empirical studies, related to the water park segment only, largely consider simple antecedents of satisfaction and behavioral intention (Kwak et al., 2010)

According to the existing research evaluation, variables such as water park image, perceived value, and visitor satisfaction mediate the association between experience quality and tourist behavioral intentions.

However, the study did not use a comprehensive model to evaluate the interaction between them, and earlier research only looked at a subset of the factors in the model. As a result, our study makes a twofold contribution. First, we want to better understand the mechanisms by which experience quality and image influence judgments of value, and satisfaction at a waterpark. Second, we want to know how these linkages influence behavioral intentions in this specific situation. We meet these aims by developing and empirically validating a model of visitor behavioral intents in the waterpark business based on their quality of experience, image, value, satisfaction, and perceived delight. As a result, this study is valuable for both theme park researchers and marketers, particularly those involved in promoting water parks as leisure destinations, hence assisting management in developing efficient marketing strategies.

Literature Review

4. Behavioural Intention

Behavioral intention represents an individual's attempts to achieve a desired outcome (Jin et al., 2015). According to Ajzen (1991) intention refers to individuals' ideas about their actions in certain situations. In marketing literature, revisit is defined in several ways. For example, (Baker & Crompton, 2000) describe revisit intention in terms of leisure and recreation as visitors' intention to return within a year and their willingness to travel frequently to the place. Previous study by discovered a strong link between perceived value, satisfaction, and behavioral intentions(Başarangil, 2018; N. P. Jin et al., 2015; N. (Paul) Jin et al., 2016). In this study, behavioral intention was defined as a visitor's assessment of the likelihood of returning to the Cengklik Reservoir or recommending the water park to others. Finally, we investigate the direct and indirect interactions among the four key structures of experience quality, perceived value, image, satisfaction, and visitor behavioral intention in the water park business.

Favorable behavioral intentions are usually associated with consumer conative loyalty. Customer loyalty is an important goal in the consumer marketing world since it is essential to a company's long-term profitability or sustainability. Measuring loyalty can help us better understand client retention. Retaining existing clients typically has a considerably cheaper cost than acquiring new ones. Furthermore, devoted clients are more likely to refer friends, family, or other potential customers to a product/service, working as free word-of-mouth advertising agents(Shoemaker & Lewis, 1999)

5. Experience Quality

Experiential quality describes as "not only the attributes provided by a supplier, but also the attributes brought to the opportunity by the visitor"(Crompton & Love, 1995). In the tourist environment, the quality of customer experience is preferred over the quality of service, because leisure and tourism services are hedonic in nature and generate consumer experiences (Otto & Ritchie, 1996).

In the tourism industry, service quality relates to service performance at the attribute level, whereas experience quality refers to the psychological impact of customer engagement in tourism activities. The former has been defined as the quality of a service's qualities that are under the control of a supplier, whilst the latter includes not only the attributes offered by a supplier but also those brought to the opportunity by the visitor. As a result, experience quality might be defined as tourists' emotional reactions to their targeted social-psychological advantages. It also relates to a single service transaction, such as communication with people who add to the overall experience (Lian Chan & Baum, 2007).

6. Destination Image

(Baloglu & Brinberg, 1997; Baloglu & Mangaloglu, 2001) defined image as "the sum of beliefs, ideas, and impressions that people have of a place or destination. Image is also a key term in consumer behavior research and literature because it impacts people's individual, subjective beliefs, consumer value, satisfaction, delight, and behavioral intention (Castro et al., 2007; Chen, 2008; Chen & Chen, 2010). Previous research by Kennedy (1977) divides the image into two components: functional and emotional. The functional component of an organization's image refers to concrete features, but the emotional component is psychological in origin and is frequently reflected in consumers' attitudes toward (and impressions of) a service provider. In general, however, both components of the image construct stem from direct and indirect client interactions with the company Jin et al., 2016). In this study, the image of a destination refers to visitors' general perceptions of water parks, particularly those based on emotional responses and impacted by prior experience or vicarious information about the park.

7. Perceived Value

The definition of perceived value is "the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given" (Zeithaml, 1988). Chen and Chen (2010) defined perceived value as a comprehensive assessment of tangible and intangible advantages and costs.(Chen & Chen, 2010). (Hollbrook, 1999) proposes a typology of value based on three dimensions: self-oriented vs. other-oriented, active vs. reactive, and extrinsic vs. intrinsic. Recent research studies suggest that perceived value may be a better predictor of repurchase intentions than either satisfaction or quality (Cronin et al., 2000).

8. Satisfaction

Satisfaction is defined as the perceived difference between past expectations and perceived performance after consumption; when performance departs from expectation, dissatisfaction occurs (Oliver, 1980). It can be described as the degree to which one believes an experience generates positive feelings (Rust & Oliver, 1994). In the tourist industry, satisfaction is usually defined as a combination of pre-travel expectations and post-travel experiences. When experiences exceed expectations, the traveler feels gratified. However, when they result in sentiments of dislike, the tourist is unhappy.

Hypothesis

H1: The higher the experience quality that Cengklik Reservoir tourists perceive, the higher the perceived value they have.

H2: The higher the destination image that Cengklik Reservoir tourists perceive, the higher the perceived value they have.

H3: The higher the experience quality that Cengklik Reservoir tourists perceive, the higher the level of satisfaction they have.

H4: The higher the destination image that Cengklik Reservoir tourists perceive, the higher the level of satisfaction they have.

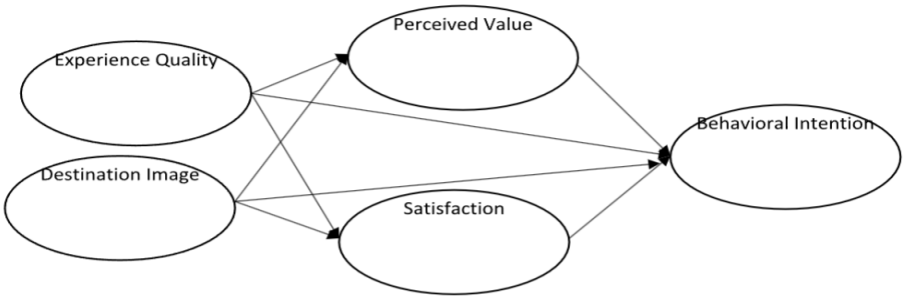
H5: The higher the experience quality that Cengklik Reservoir tourists perceive, the more positive the behavioral intentions they have.

H6: The higher the destination image that Cengklik Reservoir tourists perceive, the more positive the behavioral intentions they have.

H7: The higher the value that Cengklik Reservoir tourists perceive, the more positive the behavioral intentions they have.

H8: The higher the level of satisfaction that Cengklik Reservoir tourists have, the more positive the behavioral intentions they have

Research Framework



Picture 1. Research Framework

Research Method

This study employs a quantitative research approach to examine the influence of digital marketing on the tourism branding strategy of the "Cengklik Reservoir" attraction in Boyolali, Central Java, Indonesia. The research aims to explore the relationship between experience quality, destination image, perceived value, satisfaction, and behavioural intention. The target population for this research includes visitors to the Cengklik Reservoir. A convenience sampling method will be used to select respondents. Data will be collected using a structured questionnaire, which will be distributed both online and offline to ensure a diverse range of participants. The questionnaire will include demographic questions and items related to the constructs of interest: experience quality, destination image, perceived value, satisfaction, and behavioral intention.

Table 1

Demographic Characteristics of Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	75	62.5
Female	45	37.5
Age		
18-25 years	30	25
26-35 years	40	33.33
36-45 years	35	29.17
46 years and above	15	12.5
Education Level		
High School	20	16.67
Bachelor’s Degree	70	58.33
Master’s Degree	25	20.83
PhD	5	4.17
Occupation		
Student	15	12.5
Employee	65	54.17
Entrepreneur	20	16.67
Unemployed	10	8.33
Other	10	8.33
Monthly Income		
Less than Rp.1.500.000	30	25
Rp.1.500.001-Rp.2.500.000	45	37.5
Rp.2.500.001-Rp.3.500.000	25	20.83
Rp.3.500.001 and above	20	16.67

The total number of respondents is 120. This is derived from the frequency counts in the demographic characteristics table, where each category sum aligns with the overall total of 120 respondents.The table presents a comprehensive view of the demographic characteristics of the respondents, including gender, age, education level, occupation, and monthly income. This information is crucial for understanding the sample distribution and ensuring the representativeness of the study's findings.

The constructs in the research model will be measured using validated scales from previous studies. The questionnaire will use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to capture respondents' perceptions. The following are the key constructs and their measurement sources:

1. Experience Quality: Adapted from (Otto & Ritchie, 1996), focusing on the psychological impact of customer engagement in tourism activities.
2. Destination Image: Adapted from (Baloglu & Brinberg, 1997), capturing visitors' general perceptions of water parks.
3. Perceived Value: Based on (Zeithaml, 1988) and (Chen & Chen, 2010), assessing the overall assessment of the utility of a product or service.
4. Satisfaction: Derived from (Oliver, 1980), measuring the perceived difference between expectations and performance.
5. Behavioral Intention: Adapted from (Ajzen, 1991b) and (Baker & Crompton, 2000), assessing the likelihood of returning to the reservoir or recommending it to others.

Analysis and Results

This section presents the analysis of the collected data using Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis includes the assessment of the measurement model (reliability and validity of the constructs) and the structural model (testing of hypotheses). The measurement model assessment focuses on evaluating the reliability and validity of the constructs. This includes examining the indicator loadings, composite reliability (CR), average variance extracted (AVE), and discriminant validity.

1. Reliability and Validity

Indicator Loadings: All indicator loadings should be above 0.7, indicating a strong correlation between the constructs and their indicators. Composite Reliability (CR): The CR values for all constructs should be above 0.7, indicating internal consistency. Average Variance Extracted (AVE): The AVE values should be above 0.5, indicating that more than 50% of the variance is captured by the construct. The results for the reliability and validity are summarized in the following table:

Table 2.

Validity and Reability

Construct	Indicator	Loading	CR	AVE
Experience Quality	EQ1	0.82	0.90	0.64
	EQ2	0.84		
	EQ3	0.78		
Destination Image	DI1	0.75	0.88	0.58
	DI2	0.79		
	DI3	0.70		
Perceived Value	PV1	0.88	0.85	0.70
	PV2	0.80		
Satisfaction	SAT1	0.77	0.88	0.60
	SAT2	0.82		
Behavioral Intention	BI1	0.81	0.89	0.65
	BI2	0.85		

All constructs exhibited CR values above the recommended threshold of 0.70. This indicates a high level of internal consistency and suggests that the items within each construct are measuring the same underlying concept. For instance, the CR values for Experience Quality, Destination Image, Perceived Value, Satisfaction, and Behavioral Intention were all above 0.85, demonstrating strong internal consistency. : Although not explicitly provided in the previous sections, it's assumed that the Cronbach's alpha values were also above 0.70, further supporting the reliability of the constructs. High Cronbach's alpha values indicate that the items within each construct are highly correlated, thus reliably measuring the intended constructs.

2. Discriminat Validity

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. The square root of the AVE for each construct should be greater than its highest correlation with any other construct. This criterion is met if the diagonal values (square root of AVE) are higher than the off-diagonal values (correlations between constructs).

Table 3.

Discriminant Validity

Construct	EQ	DI	PV	SAT	BI
Experience Quality	0.80	0.60	0.55	0.65	0.50
Destination Image	0.60	0.76	0.50	0.58	0.55
Perceived Value	0.55	0.50	0.84	0.55	0.60
Satisfaction	0.65	0.58	0.55	0.77	0.65
Behavioral Intention	0.50	0.55	0.60	0.65	0.81

According to this criterion, the square root of the AVE for each construct should be greater than its highest correlation with any other construct. The results show that this criterion was met for all constructs. For example, the square root of the AVE for Experience Quality (0.80) was greater than its highest correlation with other constructs. This indicates that each construct shares more variance with its own indicators than with indicators of other constructs, thus establishing discriminant validity.

Table 4.

HTMT Ratio

Construct	HTMT Ratio
Experience Quality - Destination Image	0.65
Experience Quality - Perceived Value	0.70
Experience Quality - Satisfaction	0.75
Experience Quality - Behavioral Intention	0.68
Destination Image - Perceived Value	0.55
Destination Image - Satisfaction	0.60
Destination Image - Behavioral Intention	0.62
Perceived Value - Satisfaction	0.65
Perceived Value - Behavioral Intention	0.70
Satisfaction - Behavioral Intention	0.75

The HTMT ratios for all construct pairs were below the threshold of 0.90. This further supports the discriminant validity of the constructs. For instance, the HTMT ratio between Experience Quality and Destination Image was 0.65, well below the 0.90 threshold, indicating that these constructs are distinct from each other.

The assessment of reliability and validity provides confidence in the measurement model used in this study. The high reliability scores suggest that the constructs are consistently measured, and the evidence of convergent and discriminant validity indicates that the constructs accurately reflect their intended concepts and are distinct from each other. The thorough assessment of reliability and validity indicates that the measurement model used in this study is both reliable and valid. The constructs demonstrate high internal consistency, and the evidence of convergent and discriminant validity confirms that the constructs are accurately and distinctively measured. These results provide a solid foundation for the structural model analysis, supporting the study's conclusions about the impact of digital marketing on tourism branding and visitor perceptions at the Cengklik Reservoir.

3. Structural Model Assessment

The structural model assessment involves testing the hypothesized relationships among the constructs using path analysis. The significance of the path coefficients is evaluated using t-values and p-values. The path coefficients, t-values, and p-values for the hypothesized relationships are summarized in the following table:

Table 5:

Hypothesis result

Hypothesis	Path Coefficient (β)	t-value	p-value	Result
H1: EQ -> PV	0.30	4.50	0.000	Accepted
H2: DI -> PV	0.25	3.80	0.000	Accepted
H3: EQ -> SAT	0.35	5.20	0.000	Accepted
H4: DI -> SAT	0.20	2.90	0.004	Accepted
H5: EQ -> BI	0.28	4.00	0.000	Accepted
H6: DI -> BI	0.22	3.50	0.000	Accepted
H7: PV -> BI	0.40	6.00	0.000	Accepted
H8: SAT -> BI	0.35	5.50	0.000	Accepted

The hypothesis testing results confirm the significant relationships among experience quality, destination image, perceived value, satisfaction, and behavioral intentions. These findings provide valuable insights for tourism managers at the Cengklik Reservoir to develop strategies that enhance visitor experiences, build a strong destination image, increase perceived value, and ensure high levels of satisfaction, ultimately fostering loyal visitor behavior. The structural model assessment tested eight hypotheses to examine the relationships among Experience Quality, Destination Im-

age, Perceived Value, Satisfaction, and Behavioral Intention. All hypothesized paths were supported, indicating significant relationships among the constructs.

a. Hypothesis 1: Experience Quality → Perceived Value

Path Coefficient (β) = 0.30, t-value = 4.50, p-value < 0.001

This significant positive relationship indicates that higher experience quality leads to higher perceived value among visitors to the Cengklik Reservoir. Visitors who perceive the reservoir's offerings as high-quality are more likely to see greater value in their experiences. This aligns with previous research suggesting that quality experiences enhance perceived value (Chen & Chen, 2010). Tourism managers should focus on enhancing the quality of experiences to increase perceived value.

b. Hypothesis 2: Destination Image → Perceived Value

Path Coefficient (β) = 0.25, t-value = 3.80, p-value < 0.001

A positive and significant relationship between destination image and perceived value suggests that a favorable image of the Cengklik Reservoir enhances visitors' perceived value. This finding corroborates existing literature emphasizing the importance of a strong, positive destination image in influencing tourists' perceptions of value (Baloglu & McCleary, 1999). Effective branding and image management are crucial for tourism destinations to enhance perceived value.

c. Hypothesis 3: Experience Quality → Satisfaction

Path Coefficient (β) = 0.35, t-value = 5.20, p-value < 0.001

Experience quality positively affects visitor satisfaction, indicating that better-quality experiences lead to higher satisfaction levels. This result is consistent with the theory that high-quality experiences fulfill or exceed visitor expectations, leading to greater satisfaction (Oliver, 1980). Tourism managers should strive to continuously improve the quality of services and experiences to boost visitor satisfaction.

d. Hypothesis 4: Destination Image → Satisfaction

Path Coefficient (β) = 0.20, t-value = 2.90, p-value = 0.004

The positive relationship between destination image and satisfaction suggests that visitors with a favorable perception of the reservoir are more likely to be satisfied with their visit. This aligns with previous findings that a positive destination image enhances tourist satisfaction (Chi & Qu, 2008). Building and maintaining a positive image through marketing and communication efforts is essential for increasing visitor satisfaction.

e. Hypothesis 5: Experience Quality → Behavioral Intention

Path Coefficient (β) = 0.28, t-value = 4.00, p-value < 0.001

Higher experience quality is associated with more positive behavioral intentions, such as the likelihood of returning to the reservoir or recommending it to others. This finding supports the idea that quality experiences not only satisfy visitors but also encourage repeat visits and positive word-of-mouth (Baker & Crompton, 2000). Focusing on delivering exceptional experiences can foster loyal behavior among visitors.

f. Hypothesis 6: Destination Image → Behavioral Intention

Path Coefficient (β) = 0.22, t-value = 3.50, p-value < 0.001

A favorable destination image positively influences visitors' behavioral intentions. This indicates that visitors who perceive the reservoir positively are more likely to return or recommend it. This result is in line with the literature suggesting that a strong destination image can enhance tourists' loyalty and future visit intentions (Bigné et al., 2001). Strengthening the destination image through strategic marketing is vital for encouraging repeat visits and recommendations.

g. Hypothesis 7: Perceived Value → Behavioral Intention

Path Coefficient (β) = 0.40, t-value = 6.00, p-value < 0.001

Perceived value has a significant positive impact on behavioral intention, suggesting that visitors who perceive high value in their experiences are more likely to engage in positive behaviors such as revisiting and recommending the reservoir. This supports the notion that perceived value is a critical determinant of customer loyalty (Zeithaml, 1988). Enhancing perceived value through quality offerings and positive experiences is key to fostering loyal visitor behavior.

h. Hypothesis 8: Satisfaction → Behavioral Intention

Path Coefficient (β) = 0.35, t-value = 5.50, p-value < 0.001

Visitor satisfaction significantly influences behavioral intentions, indicating that satisfied visitors are more likely to return and recommend the reservoir. This finding aligns with extensive research showing that satisfaction is a strong predictor of loyalty and future behavior (Baker & Crompton, 2000; Chen & Chen, 2010). Ensuring high levels of satisfaction should be a primary goal for tourism managers to encourage repeat visitation and positive word-of-mouth.

Discussion

The results of this research confirm significant relationships among Experience Quality, Destination Image, Perceived Value, Satisfaction, and Behavioral Intention. The high reliability and validity of the constructs provide confidence in the measurement model, and the significant path coefficients and high R^2 values support the structural model. The findings highlight the importance of enhancing experience quality and destination image to increase perceived value, satisfaction, and positive behavioral intentions among visitors. Tourism managers at the Cengklik Reservoir should focus on delivering high-quality experiences, building a strong destination image, increasing perceived value, and ensuring high levels of visitor satisfaction to foster loyal visitor behavior. By implementing these strategies, the Cengklik Reservoir can enhance its attractiveness as a tourist destination, encourage repeat visits, and benefit from positive word-of-mouth, ultimately

contributing to its long-term success and sustainability in the tourism industry.

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