

Tourist Destination Brand Equity (TDBE) Model and its Implication to Word of Mouth (WoM) in New Tourist Destinations Context

Publons ID	(not set)
Wos ID	WOS:000901633300023
Doi	10.47750/QAS/24.192.23
Title	Tourist Destination Brand Equity (TDBE) Model and its Implication to Word of Mouth (WoM) in New Tourist Destinations Context
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Publish Date	JAN 2023
Journal Name	QUALITY-ACCESS TO SUCCESS
Citation	
Abstract	<p>This study aimed to examine tourist destination brand equity (TDBE) model and its implication to word of mouth (WoM) in new tourist destinations context. The research design used causal quantitative research used a survey method. Respondents were 120 visitors of new tourist destinations in Purwokerto, Indonesia. Variables Measurement using five Likert scale. The Partial Least Square (PLS) was used to test the causal relationship between constructs. Based on the results of the analysis, shows that destination brand image (DBI) and destination brand quality (DBQ) have a positive effect on destination brand value (DBV) but destination brand image (DBI) does not, while destination brand value (DBV) affects destination brand loyalty (DBL) and word of mouth (WoM). Finally, the results provide support for the tourist-based brand equity model and its implication to word of mouth (WoM) in new tourist destinations context, therefore managers of new tourist destinations must increase the element of tourist destination brand equity by increasing promotions and services to tourists.</p>
Publish Type	Journal
Publish Year	2023
Page Begin	194
Page End	201
Issn	1582-2559
Eissn	2668-4861
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:000901633300023
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