THE EFFECT OF CITY BRANDING TO THE CITY IMAGE AND ITS IMPACT TO POST-VISIT BEHAVIOR OF TOURISTS IN THE TOURISM SITES OF MANADO

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ABSTRACT

The rise amount of tourist visit from foreign countries to a tourism site would impact positively to the society from the economic perspective. Knowing the term of city branding and city image is regarded as significant since they are able to affect the post-visit behavior of tourist. This research aims to describe the city branding, city image, and post-visit behavior of foreign tourists who are visiting to Manado, and identify how much the direct and indirect effect of city branding to the post-visit behavior of tourist through the city image. The method exerted in this research is quantitative research with descriptive approach and path analysis. The result from the descriptive analysis indicates that (1) Variable of city branding is considered as it is effective to be one of tourism promotion strategies in Manado to attract the tourist interest. (2) City image of tourist to the tourism site in Manado is in good category. (3) Post-visit behavior of tourist which is observed from the aspect of satisfaction is in high criterion. The result of path analysis test shows that: (1) Variable of city branding affect positively and significantly to the city image. (2) Indirect effect of city branding (x_1) to the post-visit behavior through the city image is greater than its direct effect. This signifies that the intervening variable is able to strengthen the effect of independent variable towards the dependent variable.

Keywords: City Branding, City Image, and Post-visit Behavior

1. INTRODUCTION

Tourism sector is one of driver sectors of economy. The progress of tourism sector in an area would increase that area competitiveness. One effort that the government has executed recently in the tourism sector is to achieve 20 million of tourist visits from foreign countries in 2009 and to promote the tourism sites of Indonesia. This tourism promotion is not only related to the tourism objects which are offered in an area, but also related to the service that is provided in the tourism objects.

The strategy of tourism promotion of Indonesia is continually improving. In the recent years, the government of Indonesia applies an attractive branding as promotion strategy, "Wonderful Indonesia". Many electronic and printed media present this new slogan in order to promote the tourism enhancement of Indonesia. The society's lifestyle has rapidly upgraded and depended on internet use, which affects to this promotion model to be more relevant to apply in either tourism destination or organizer of tourism accommodation to create a great image. From the marketing perspective, the rise amount of foreign tourists who visit to a country is significantly being an indication to improve the better image of country in the worldwide view. This situation implies to the economy and investment.

The tourist post-visit behavior could be a form of tourist reaction towards the destination they have ever visited (Kotler & Keller, 2009). Directly, the tourist behavior after visiting a place would evaluate the satisfaction level along the journey and affect to their interest to repeat the visit to the same tourism destination and also promote the tourism destination to other people.

The research done by Rahmawati et al. (2015) stated that the post-visit behavior play role of communication media which help to introduce a tourism area to many people and enable the tourists to repeat visit and recommend it to the other people. The post-visit behavior is an evaluation form after the tourists finished the tourism activities. This evaluation impacts to the tourist satisfaction, to know the things should be fixed and arouse desire to go back to the same tourism site.

Taman Laut Bunaken is a destination that is mostly visited by both local and foreign tourists. Bunaken has specific tourism potential, like biological potential of land with various types of specific flora and fauna, mangrove habitat and meadow, seaside habitat with the white sand, coral reefs habitat with more than 2000 types of fish, such as napoleon and ancient type of fish like coelacanth, and also the bottom sea habitat.

Manado provides cultural richness and various harmonious societies which makes the tourist feel comfortable in visiting the site. In 2017, Ministry of Tourism recommended *branding diversity in harmony* as the tourism slogan. Through this branding strategy, it is hoped to create a special image in the tourist impression, so the visit is easily remembered and well known.

City branding is one of promotion forms which is mostly used to promote an area. The city branding is admitted to be able to change people's mind about that area and show area uniqueness and potential which is different from the other area. Aaker (2004) stated that a strong branding would create an image. To brand a city is considered as an instrument to deliver positive image and purpose to increase the whole competitiveness.

The other researches asserted that the city branding affects significantly to the city image (Salampessy H, 2015). Image of tourism destination might be an important thing that the tourist wants to know. Coshall (2000) stated that image of certain destination turns into tourist's impression towards that tourism destination. The image of destination is built through, 1) information delivery through promotion media or simply through visitor's experience who are ever been in that destination, and 2) comparison of image change from before to after visit the tourism destination.

City image presents a simple generalization from the number of strong information association related to that city (Kotler, 2003). Within this research, the city image is considered as number of confidence and impression related to the tourism destination in Manado. The research done by Bozbay (2008), asserted that there is a relation between the city image and destination choice and visit intensity. This statement is supported by the other research accomplished by Scoria (2013), which concluded that the destination image directly affects to the post-visit behavior.

The better the impression could be produced from that tourism destination would bring the tourists to spend longer time and enable to repeat their visit to the same destination. Basically, applying modern approach in tourism marketing has oriented to the programs that could please the tourists. The number of approach should be executed to identify the tourists' expectation and reason to decide the tourism site they want to visit and to know the impact of that tourism destination visit.

Manado is a city which tries to expand and introduce its uniqueness as a competitiveness value. Therefore, this research is done to clarify the city branding effect to the city image and the impact of city branding to the tourist post-visit behavior.

2. LITERATURE REVIEW

City Branding

City branding includes the characteristics that are owned by a city. This strategy aims to place a brand to a city or area, so the city could be famous and to market and promote the city or area in the local or international level. City branding is hoped to be able to deliver positive image of the city, make it well-known and improve the tourist visit. The purpose of doing city branding is to introduce a city or area in deeper, create an image, attract the foreign and domestic tourists, grab investor's interest and improve the city or area competitiveness. To measure the effectiveness of city branding uses the concept of city branding hexagon by Simon Anholt (2011), that there are six aspects have to be considered in this measurement, they are: Presence, Potential, Place, People, Pulse, and Pre-requisite.

City branding is also exerted as strategic approach to rate the city by having source of economic value also political and cultural significance (Balakrishnan, 2009; Kavaratzis, 2004). Rainisto (2003) highlighted that to attract the tourist good impression towards a city needs strategic instruments. City branding is one instrument that is able to produce competitive superiority of city to be well-known, promote the city history, city quality, lifestyle and culture (Zhang and Zhao, 2009). The research result stated that the city branding is quietly different from the product or service branding; especially the city branding involves more crucial things, from the number of organizations that might influence the city branding, the number of stakeholders, and limited control owned by the branding manager upon the city branding process and different target group (Kavaratzis, 2009).

City Image

City image means a tourist view shaped by impressions related to the tourism destination in Manado. The image shows the blend of the greatest number of information about that place. To measure the city image is employing the concept of Jenes (2010) who asserted that the image of destination is formed by cognitive component, affective component, and conative component. Cognitive component comprises of amount of confidence, impression, idea, and perception that individual knows an object. Affective component relates to how the individual's feeling to an object. Conative component is tourist step to do action to an object. From the research done by Hultman et al (2015), it showed that to support the positive effect from the city image is beneficial to affect the tourist behavior. Lopes (2011) believed that the concept of image and behavior are interrelated. Also, the research of Lita eta l (2014) stated that the behavior towards a certain place might influence the whole image.

Post-visit Behavior

Post-visit behavior is a form of evaluation result from the visit journey done by the tourists to a certain tourism destination. Good value of evaluation related to the journey would enable the tourist to recommend that city to other people and make sure to visit that city again in the next time. This research adopts the theory of Kotler and Keller (2009) which asserted that there are two indicators that could measure the post-visit behavior: Post-visit satisfaction and Post-visit action.

3. METHODOLOGY

This research is categorized into descriptive and explanatory quantitative research. Descriptive approach is used to describe each variable condition, they are *city branding (x_1)*, *city image(x_2)*, dan *post-visit behavior (y)*. Whereas, explanatory approach is used to measure how great the direct and indirect effect of city branding to the post-visit behavior could be through city image.

The explanatory research is described as a research which aims to examine a theory or hypothesis to either approve or reject the theory or hypothesis of the previous research findings. The explanatory or explanative research aims to describe the relation between two or more variables.

This research covers three variable types: independent variable, intervening variable and dependent variable. Independent variable called as free variable which is able to either influence or be the cause of changes and appearance of dependent variable. Dependent variable called as bound variable which is able to either influence or be the cause of changes and appearance of free variable and intervening variable or variable between the dependent and independent variable. Therefore, the independent variable indirectly affects the change of dependent variable (Sugiono, 2009).
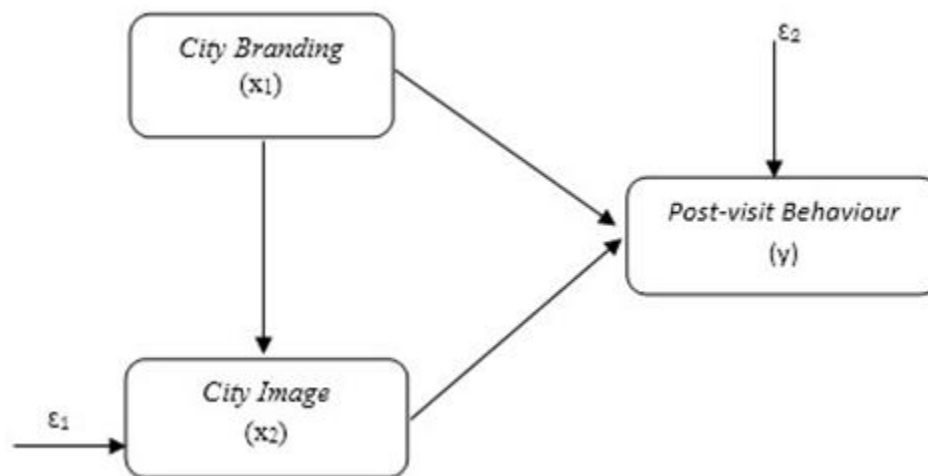
Figure 3.1: Research Design

Technique of Data Collection

Questionnaire contains a number of question or statement related to the three variables that are going to examine in this research. In spreading and collecting the questionnaire, the researcher is helped by enumerator. This enumerator comprises of eight participants who are under training concerned to the questionnaire content and research objectives. These eight enumerators are divided into two teams to maximize the data collection. To make this questionnaire spread easier, the team would be sent to the tourism destination sites like Bunaken, Nain, Siladen, and Monumen Yesus Memberkati and in the hotel where the tourists frequently stayed along the journey. The thanksgiving gifts such as key chain made from coconut shell as one of typical

souvenirs of Manado will be given to every tourist who is willing to be this research sample. This strategy is done to make the data collection process easier.

Technique of Data Analysis

As for the technique which is used to analyze the research data is descriptive and path analysis by exerting SPSS 22 for Windows.

4. RESEARCH FINDINGS

4.1 Descriptive Analysis

Variable of City Branding

From the calculation result percentage of whole instrument from the city branding variable derived the value 75,5%. It concludes that the city branding of Manado which aims to promote the tourism sites and attract the tourist interest to visit the city is in the effective criteria.

Variable of City Image

From the calculation result percentage of instrument from the city image variable obtained the value 75,9%.to describe the variable of city image refers to the criteria table of descriptive analysis. Therefore, it concludes that the city image as a tourist view from the number of impression related to the tourism destination of Manado is in the good criteria.

Variable of Post-visit Behavior

From the calculation result percentage of instrument from the post-visit behavior variable get the value 71, 8 %. To describe the variable of city image refers to the criteria table of descriptive analysis. It concludes that the post-visit behavior is evaluation result of tourist after visiting the city from the aspect of tourist satisfaction to the tourism destination in Manado is in the high criteria.

4.2 Path Analysis

Based on the calculation result of SPSS program version 22, the full path diagram is shown as below:
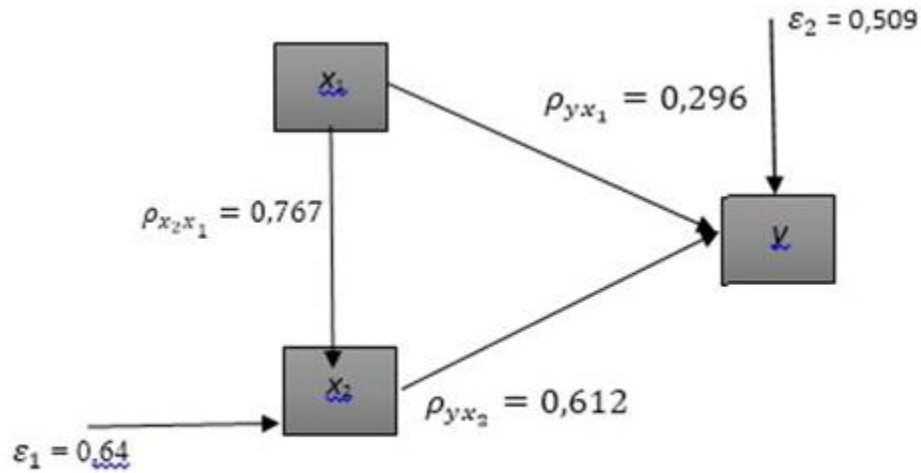
Figure 1. Full Path Diagram

According to the structural figure of relation between the variables with the structure parameter values, it is able to find the effect of one variable to the other one either directly or indirectly effect.

Table 4.1: Table of Path Analysis Result

Relation	Direct Effect	Indirect Effect
$X_1 \rightarrow X_2$	0, 767	-
$X_1 \rightarrow Y$	0,296	-
$X_2 \rightarrow Y$	0,612	-
$X_1 \rightarrow X_2 \rightarrow Y$	-	$0,767 \cdot 0,612 = 0,469$

Source: Data processed by the researcher

Table 4.2 Hypothesis Test Result

Variable	Beta Value	t Value	R square	Sig Value
$X_1 \rightarrow X_2$	0,767	19,514	0,588	0,000
$X_1 \rightarrow Y$	0,296	12,580	0,740	0,000

Source: Data processed in 2017

Hypothesis Test 1:

The table shown above is to describe the effect of city branding to the city image. The significance test of path analysis is to compare between the probability value 0,05 and Sig probability value. It is seen from the column Sig (Significant) on the coefficient table, it is obtained the sig value 0,00. The sig value 0,00 is smaller than the prob value 0,05 or the value $0,05 > 0,00$. Then Ho is rejected and Ha is accepted which means that the path coefficient is significant. From the test result, it is identified that the effect of city branding to the city image is significant.

Hypothesis Test 2:

From the table shown above, the result is clarified that the city branding affect directly to the post-visit behavior. The significance test of path analysis is done to compare between probability value 0,05 and Sig probability value. It is seen from the column Sig (Significant) on the coefficient table, obtained the sig value 0,00. The sig value 0,00 is smaller than the probability value 0,05 or the value $0,05 > 0,00$. Therefore, Ho is rejected and Ha is accepted which refers that the path coefficient is significant.

Hypothesis Test 3:

The hypothesis is the city branding affect positively and significantly to the post-visit behavior through the city image. To test the hypothesis of intervening variable of city image, the researcher uses sobel test. The data which are used in this research is the data of un-standardized coefficients. By exerting sobel test, it obtained z value = 5,44. To determine its significance, it exerts error probability value $5,44 > 1,98$. Then, it is concluded that Ho is rejected and Ha is accepted. This result indicates that the city image is able to mediate the relation of city branding effect towards the post-visit behavior.

5. DISCUSSION

5.1 Descriptive Analysis

According to the research findings by exerting descriptive analysis from 269 samples, it shows the calculation percentage of the variable of city branding has value 75,9%. Overall, the variable of city branding is considered as effective to be one of tourism promotion strategies of Manado in order to attract the tourist interest. Item $x_{1.1}$ refers to the existence of Manado and $x_{1.6}$ refers to the tourism uniqueness (*pulse*) which are offered get the high score. Meanwhile, the item $x_{1.7}$ refers to the city safety and item $x_{1.4}$ refers to the sociability and ease communication with people get the lowest score. Therefore, it concludes that there are six aspects which build the city

branding, aspect of presence and pulse take biggest role in building the effective city branding. Hernandez et al (2011) stated that the positive city branding is regarded as economic and social instrument to increase the society's welfare. Although, the strategy of city branding in overall is already considered as effective, there are still some points that should be fixed by the government and local society.

From the calculation result percentage of city image variable 75,9%. This value shows that the city image of Manado tourism sites that is owned in the tourist's mind is in good category. Meanwhile, the item $x_{2.1}$ relates to the tourist knowledge about the infrastructures that are offered by the tourism place is in the lowest value. The change of city image could also appear immediately during the tourist visit. The reality of knowledge and confidence of infrastructure which is different from the expectation results to the item $x_{2.1}$ to get the lowest value. The item $x_{2.2}$ relates to the social environment and the item $x_{2.6}$ relates to the expectation to spend longer time in a tourism place is in the highest score. Since, Manado is well-known as a city which has highest tolerance, It makes the tourists feel acceptable and want to spend longer time in Manado. From the three aspects which build the city image, the affective and conative aspect plays greatest role to build good city image to the tourists.

The calculation result of post-visit behavior 71,8% refers to the criteria table of descriptive analysis from the aspect of satisfaction which is placed in the high criteria. The item y.1 relates to the tourist satisfaction in riding the transportation means and the item y.3 relates to the tourist's safety feeling is placed in the lowest value. The traffic jam and uncomfortable feeling in riding the public transport is are able to cause the low satisfaction result. The city structure and traffic control are still not maximized yet to be able to influence the tourist satisfaction in visiting Manado. As for the item y.5 relates to the satisfaction of tourism objects might have high value which is able to do recommendations to other people (Item y.7)

5.2 Path Analysis

The Effect of City Branding to the City Image

From the calculation result, it indicates that the effect of city branding to the city image is 0,767 or 58,8%. This result concludes that the good city branding could deliver positive image of tourist. The city branding from the aspects of presence, potential, place, people, pulse, pre-requisite would deliver a city image of Manado in the tourist's mind. Moreover, by having city branding, it would influence to the image of tourism destination in that city. From previous researches, they resulted that the city branding affect positively and significantly to the city image (Chaelani, 2011, Jannah, 2014, and Rahmawati, 2015). This result shows that the implementation strategy of city branding of Manado is able to increase the better city image.

By branding slogan "diversity in harmony", it hopes that Manado City would be more well-known and remembered by the tourists. The unique and interesting culture, the nature, and social environment is supposed to give positive image to Manado. Aaker (2004) asserted that a strong brand could produce an image. Based on the path calculation result, that the effect of city branding to the city image is 58,8% and for the rest is affected by the other variables. The value 58,8% is regarded as effective city branding to measure the city image. Although, it is said to be effective way, the improvement of city branding strategy should always be executed and maintained by the government and local society to create the good image in the tourists' mind about the tourism destinations they could have in Manado.

The Effect of City Branding to the Post-visit Behavior through the City Image

Positive value from the result of each path analysis indicates the positive and significant effect between variables. From the calculation result, it is obtained that the effect of variable x_1 to variable y is smaller than the effect of variable x_2 to variable y. From this calculation result, the effect of city branding to the post-visit behavior delivers positive value but not significant. Most tourists from Asia do not see the satisfaction from what are offered by a tourism destination. Since, they also consider various reasons to build their satisfaction towards that city. Due to the literatures related to the marketing, which said that the satisfaction is affected significantly by the individual's image (Andreassen at al., 1998), tourism researches showed empirical evidence that the destination image affects to the tourist satisfaction (Bignè et al., 2001; Chi dan Qu, 2008).

The other research finding asserted that the city image affect more to the post-visit behavior of tourist from the aspects of satisfaction and anxiety which are emotionally could deliver good value of Manado City in the tourist's mind. Coshall (2000) stated that the destination image could affect to the post-visit behavior. This finding is supported by the other research done by Scoria (2013) which concluded that a destination image affect immediately to the post-visit behavior of tourist about a city or place. The other research done by Rahmawati, et al (2015) showed a good city image in tourist's mind would affect to deliver good post-visit behavior of everyone who has visited Bandung City from the aspect of satisfaction and willingness to recommend this city.

Due to the hypothesis test, it indicates that the city image is able to mediate the effect of city branding to the post-visit behavior of tourist. This result is supported by the calculation result which signifies that the indirect effect is greater than the direct one. Therefore, the city image has significant role as intervening variable to determine the post-visit behavior of tourist from the aspect of satisfaction and willingness to do city recommendation.

6. CONCLUSION

6.1 Description of City Branding, City Image and Post-visit Behavior

Overall, variable of city branding is considered effectively as one of tourism promotion strategies which are executed by the government of Manado to attract the tourist interest. The aspect of presence and pulse contribute greatest effect to build effective city branding. Although, it results to weak people aspect.

Variable of city image of Manado tourism destinations in tourist's mind in valued in good category. From the three examined aspects in this research, it concludes that the three aspects are able to build city image, the aspect of affective and conative take biggest role to build good city image for the tourist.

From the research finding, it shows that the variable of post-visit behavior of tourist is valued in high category. Several things that might affect to the post-visit behavior of tourist towards a tourism destination in Manado City is aspect of satisfaction of offered tourism destination and variety of tourism objects which arouse the tourist interest and willingness to then recommend Manado the other people or prospective visitors.

Although, it is already regarded as effective strategy, it needs to always execute correction and improvement to the strategy of city branding by the government and local society to create better image in tourist's view about the destination objects offered by Manado City, so it would deliver to the tourist satisfaction.

6.2 The Effect of City Branding to the City Image

City branding is quite influential to the city image. It concludes that good city branding would create positive image to the tourist's mind. By slogan branding, "diversity in harmony", it is hoped that Manado City would be more popular and memorable in every tourist's mind. The aspect of unique and attractive culture, wonderful nature, and social environment are supposed to build positive image of Manado. Shortly, it indicates that the strategy implementation of good city branding of Manado is able to improve better image of the city.

6.3 The Effect of City Branding to the Post-visit Behavior through the City Image

From the calculation result, it shows that the effect of city branding to the post-visit behavior is valued positive but not significant. There are various things except the branding strategy that could affect to the tourist satisfaction in having tourism journey. Particularly, the city image affect more to the tourist's post-visit behavior from the aspect of satisfaction and interest which are emotionally could produce good value in the tourist's mind about Manado City.

Based on the result of hypothesis test, it signifies that the city image is able to mediate the effect of city branding to the tourist's post-visit behavior. This finding is supported by the calculation result which is indicated that the indirect effect is much greater than the direct effect. Therefore, the city image has important role as intervening variable to determine post-visit behavior from the aspect of tourist satisfaction and willingness to then recommend the tourism destination of Manado City to other prospective tourists.

7. RECOMMENDATIONS

1) It needs to do frequent evaluation by the stakeholders to the city branding of Manado in tourism promotion. The safety of tourist is also one thing to be well considered by the government and local society of Manado.

2) The government and local society should concern to build good social environment in welcoming the tourists and executes some coaching activities to smooth communication process with the tourists from either local or foreign countries. This strategy purposes to involve the local society to actively participate in developing tourism destinations of Manado City.

3) The improvement of transportation means especially public transportation to make the tourists easier to reach the tourism destination and deliver comfortable feeling during their visit.

4) The use of interactive and attractive online media could be good promotion strategy to introduce the tourism destination places of Manado City.

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