

BRAND LOVE AS A MEDIATION OF THE INFLUENCE OF NOVELTY AND EXPERIENCE ON REVISIT INTENTION AT THE JOGJA TOURISM CITY

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ABSTRACT

This study aims to test the effect of novelty and experience on the intention of visiting the Jogja tourism city. The sample was carried out by the nonprobability method, where the population was unknown. The sample size used is as many as 250 respondents with sampling techniques, namely purposive sampling with the criteria that the sample made by respondents is tourists who have visited the city of Jogja before. This study uses a questionnaire that is distributed to do the Google Form. The research design used is quantitative descriptive with cross sectional design. The analysis tool used is SEM PLS. Testing the measuring instrument using the validity test, including convergent and discriminant validity, then followed by reliability testing. This research has 7 hypotheses in it and the results of this study are novelty does not affect the revisit intention the Jogja Tourism City, while 6 other hypotheses are accepted.

Keywords: *novelty, experience, brand love, revisit, tourism*

1. INTRODUCTION

Tourist destinations in Indonesia are very diverse, the existence of various destinations that represent a country can be in the form of natural, religious, culinary and also cities that have a uniqueness and comfort for visitors. Jogja is still a favorite tourist destination in Indonesia after Bali (located at: <https://inbisnis.id/tig-kota-di-indonesia-paling-diminati--wiswiswan--Diastinations-Longi-Loving/>, Accessed on: March 23, 2024).

The opinion which states that the existence of brand love has consequences, namely loyalty, then of course will increase the intention to buy (Batra et al, 2012 and Junaid, 2020). Then this is of course expected in the destination destination is that tourists return to the destination (Amaro, 2020). The intention to visit is a segment that must be considered because the effectiveness of costs and goals is very important for the world of tourism (Hasan, 2015). The intention to visit is a consumer plan or can be said to be a tourist to make a visit back to the same place ever visited (Cole and Scott, 2004). Then Hasan (2015) added in an effort to maintain loyalty So that later it will have a long -term impact so that tourists will make a visit again later. This is of course important because the emotional relationship between tourist cities and tourists is borrowed from literature that is submerged in consumers (tourists) and also the brand (city) so that it can be used in further research (Seyyedamiri et al., 2022).

The intention to visit again will usually be done by someone who loves in that place. An individual will create a very deep relationship with the object they like, which can be included in the preferred place (Ahuvia et al., 2014). This is also reinforced by the proposal of Aro et al. (2018) that there is a similarity between brand love literature can affect the loyalty that is described as the intention to return to visit. Aro et al. (2018) defines the love of the destination brand is the love shown by tourists to choose and head for tourist attractions.

Then regarding the novelty of Agustina and Artanti (2020) states that tourists will look for new things from a destination because it has been felt before, of course, it will make the tourists repetition of visits to the destination. The results obtained from research conducted by Jang and Feng (2007) state that novelty has a positive effect on the intention to visit again during the middle, but different results state that novelty has no significant effect on the intention of visiting again (Agustina and Artanti, 2020; Assaker et al., 2011). This shows the inconsistency of the results of various studies so that it is interesting to study.

Then regarding the experience of tourists that are typical or interesting and memorable in the minds of consumers will affect loyalty and memories for tourists and also the intention to visit (Zhang et al., 2018; Amaro et al., 2020). The results of other studies stated the results that an impressive tourist experience had no significant effect on the intention of visiting (Zou et al., 2022). This result also shows the inconsistency of the results of several existing studies, so that it is interesting to further investigate. So this study aims to test the effect of novelty and also the experience of the intention of visiting again with the mediation of brand love in the city of Jogja tourism.

Conditional Integration Theory of Love

This Conditional Integration Theory of Love is a complement to the previous theory, better known as Triangular Theory Love, so it is suitable for explaining the love of the next brand (Saktiana, 2022). The beginning of this theory was introduced by Ahuvia (1993) which explains that the love of a customer is entered by the desire to be able to integrate with an object and reality of the object.

Novelty

Weiler and Colin (1992) define novelty as a motivation for tourist destinations in a new object search or tourist attraction that has a unique and new. Agustina and Artanti (2020) added the search for a new location that was observed and of course looking for a more challenging location. Meanwhile, according to Babu and Bibin (2004) stated a new tourist search by looking for exotic places to visit. So it can be concluded that this novelty is related to a new exotic place and also challenging and attractive to visit.

Experience

Experience is an emotional reaction to an event that has been experienced, or can also be described as the conceptualization of early or pure emotions (Hui and Bateson, 1991). Experience is not much different from memories because it cannot be separated from destinations (Shafiee et al., 2021). So it can be said that the experience of the emotional reaction of an event both negative and positive that can remind what has happened.

Brand Love

The love of this brand comes from the word love whose concept is found in love between individuals (interpersonal) in psychology (Thomson et al., 2005; Carroll and Ahuvia, 2006). Aro et al. (2018) defines the love of the destination brand is the love shown by tourists to choose and head for tourist attractions. So it can be concluded that the love of the brand in this case as the love of the destination is a love shown by a tourist on the object in this case is a destination and has a strong emotional with the destination.

Revisit Intention

The intention to visit is a consumer plan or can be said to be a tourist to make a visit back to the same place ever visited (Cole and Scott, 2004). Then Hasan (2015) added that in an effort

to maintain loyalty so that later it would have a long -term impact so that tourists will make a visit again later. The re -visiting intention is also interpreted as the behavior shown by consumers in terms of the loyalty of the brand that they love (Batra et al., 2012; Loureiro and Kaufmann, 2012). So it can be concluded that the intention to visit is a plan that is owned by tourists to make a visit to the destination that they have visited before because of the form of a wistawan to the destination.

The link between novelty to the revisit intention

Dimensions of novelty forming there are 6, consisting of: the existence of changing habits, escapes from something, sensation, looking for adventure, reducing boredom, and also surprises (Lee and Crompton, 1992). Tourists will tend to return to the same destination because tourists want to find novelty (Niininen et al., 2004). Several studies that state that novelty has a significant effect on the intention of visiting (Liu et al., 2020; Toyama and Hamada, 2012).

H1: Novelty influences the revisit intention at the Jogja tourist city

The link between experience to revisit intention

The experience provided by the seller, both products and services, is an attraction for customers if the customer consumes a product (Morrison and Crane, 2007). Then regarding the experience of tourists that are typical or interesting and memorable in the minds of consumers will affect loyalty and memories for tourists and also the intention to visit (Zhang et al., 2018; Amaro et al., 2020; Zhou and Pu, 2022).

H2: Experience influences the revisit intention at the Jogja tourist city

The link between novelty to brand love

The tourists and also travelers are looking for new and different experiences motivated by novelty (Duman and Mattila, 2005: p.313). Liu et al (2020) states that a brand or in this case is a high novelty destination can increase brand love for the destination. The study stated that the novelty influenced the love of the brand (Liu et al, 2020; Ferguson, 2011; Yu and Bastin, 2010).

H3: Novelty influences the brand love at the Jogja tourist city

The link between experience to brand love

Ardyan and Susanti (2018) state that in tourist literature, the formation of strong emotional bonds can be formed from experience when visiting tourist attractions. Tourists when visiting a destination will show and express their love for the city (Insch and Walters, 2018; Sadeque et al., 2022). Research that states that experience influences the love of the brand (Ghorbanzadeh, 2023; Safeer, et al., 2020; Zhang, 2019).

H4: Experience influences the brand love at the Jogja tourist city

The link between brand love to revisit intention

Aro et al (2018) states that a tourist is willing to spend time and a lot of money to visit the destination that has been visited before by developing a strong feeling of love for the destination. Research stated that brand love affects the intention of visiting (Ghorbanzadeh, 2023; Amaro et al., 2020; Ghorbanzadeh, 2019).

H5: Brand love influences the revisit intention at the Jogja tourist city

The influence of novelty on the revisit intention by brand love

Jang and Feng (2007) state that this novelty is influential and is related to the intention to visit again over the next three years. Directly the love of the brand affects the visiting

intention (Carroll and Ahuvia, 2006; Loureiro and Kaufmann, 2012). The study stated that the novelty had a significant effect on the intention to re -visit which was mediated by the Brand Love (Liu, 2020).

H6: The influence of novelty on the revisit intention by brand love at the Jogja tourist city

The influence of experience on revisit intention by brand love

Ardyan and Susanti (2018) state that in tourist literature, the formation of strong emotional bonds can be formed from experience when visiting tourist attractions. Tourists when visiting a destination will show and express their love for the city (Insch and Walters, 2018; Sadeque et al., 2022). The results stated that the experience had a significant positive effect on the visiting intention which was mediated by the Brand Love (Ghorbanzadeh, 2023).

H7: The influence of experience on revisit intention by brand love at the Jogja tourist city

This research model can be displayed as follow:

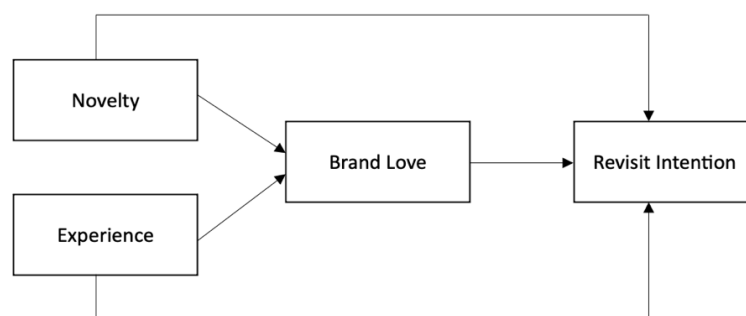


Figure 1. Research Model

2. RESEARCH METHOD

In our research using quantitative descriptive research that is cross-sectional, where researchers analyze data variables collected at a certain time in the entire sample population that has been set (Maholtra, 2010).

The sample was carried out by the nonprobability method, where the population was unknown. The technique used is by purposive sampling so that each member does not have the same opportunity to be chosen as a *sample* or can be said to be a sampling technique with certain criteria (Cooper and Schindler 2014, p. 152). Respondents who were used as samples had criteria, namely knowing the tourist destination of the city of Jogja and had visited these tourist attractions. So this research uses 250 respondents. The demographics respondent are in Table 1.

Table 1. Demographics Respondent
 Source: Primary Data, 2024

Characteristic	Category	Frequency (n=250)	Percentase (%)
Gender	Male	146	58.4
	Female	104	41.6
Total Expenditure per month	< IDR 2,000,000	82	32.8
	IDR 2,000,000 – IDR 3,500,000	99	39.6
	IDR 3,500,001 – IDR 5,000,000	57	22.8
	IDR 5,000,000 – IDR 7,500,000	10	4.0
	> IDR 7,500,000	2	.8

Status	Collage Student	56	22.4
	Government Employees/BUMN	22	8.8
	Private Sector Employee	63	25.2
	Businessman	45	18.0
	Entrepreneur	35	14.0
	Retired	18	7.2
	Others	11	4.4

This study uses a questionnaire that is distributed to do the Google Form and each variable is measured using a Likert 5 point scale, from strongly disagreeing to strongly agree. The variables and Measurement is in Table 2.

Table 2. Variables and Measurement

Variable	Indicators
Novelty (Duman dan Mattila, 2005)	<ol style="list-style-type: none"> 1. The city of Jogja has a different culture 2. Jogja City there are crafts and local work 3. Many local dishes and new foods in Jogja 4. The city of Jogja provides an interesting and friendly local person to see or experience people from various ethnic backgrounds 5. The city of Jogja provides the opportunity to see or experience a unique Aboriginal or original group 6. The city of Jogja offers the opportunity to increase one's knowledge about places, people and things 7. The city of Jogja has various things to be seen and done 8. After visiting the city of Jogja I will discuss the city again
Experience (Stokburger et al., 2012; Zhang et al., 2018)	<ol style="list-style-type: none"> 1. I have many unforgettable experiences with the destination of the city of Jogja 2. Thinking of the destination of the city of Jogja bringing back beautiful memories 3. I have beautiful memories with the destination of the city of Jogja
Brand Love (Carroll and Ahuvia, 2006)	<ol style="list-style-type: none"> 1. The city of Jogja is an extraordinary destination 2. The destination of the city of Jogja makes me feel good 3. The destination of the city of Jogja is truly extraordinary 4. I have a happy feeling about the destination of the city of Jogja 5. The destination of the city of Jogja makes me very happy 6. I like the destination of the city of Jogja 7. I have a special feeling about the destination of the city of Jogja 8. Jogja City Destinations are very pleasant 9. I am excited about the destination of the city of Jogja 10. I am very attached to the destination of the city of Jogja
Revisit Intention (Kumar and Khausik, 2018; Zhang et al., 2018)	<ol style="list-style-type: none"> 1. I intend to review the destination of the city of Jogja again 2. I prefer to travel to the destination of the city of Jogja among other destinations 3. There is a possibility to travel to the destination of the city of Jogja again 4. The destination of the city of Jogja is the next vacation spot for me

3. RESULTS AND DISCUSSIONS

According to Hair et al., (2014), testing validity is carried out with the validity of the convergan measured using the loading factor parameter to test whether the questionnaire items are in groups according to the group of variables. Convergent validity size is tested good if the Factor Loading value > 0.70 and the Average Variance Extracted (AVE) value > 0.50, as for the results of the convergent validity in Table 3.

Table 3 Result Covergent Validity

Variable	Indicator	Loading Factor	AVE	Explanation
Novelty	KE1	0,774	0,682	Valid
	KE2	0,846		Valid
	KE3	0,821		Valid
	KE4	0,822		Valid
	KE5	0,824		Valid
	KE6	0,819		Valid
	KE7	0,833		Valid
	KE8	0,865		Valid
Experience	PE1	0,852	0,720	Valid
	PE2	0,848		Valid
	PE3	0,846		Valid
Brand Love	KM1	0,831	0,742	Valid
	KM2	0,862		Valid
	KM3	0,869		Valid
	KM4	0,845		Valid
	KM5	0,883		Valid
	KM6	0,861		Valid
	KM7	0,867		Valid
	KM8	0,870		Valid
	KM9	0,859		Valid
	KM10	0,864		Valid
Revisit Intention	NB1	0,817	0,736	Valid
	NB2	0,915		Valid
	NB3	0,847		Valid
	NB4	0,849		Valid

Discriminant validity testing represents the extent to which a construct is empirically different from other constructs (Hair et al., 2014). Discriminant validity test can be measured using Fornell-Larcker Criterion, heterotrait-monotrait ratio of correlations (HTMT) and cross loadings. The results of the Fornell-Larcker are in Table 4 and have met the criteria, which has the greatest value when connected to its latent variable compared to when connected to other latent variables. Estimated correlation estimates between two constructs if measured perfectly, where it can be said that there is a problem of discriminant validity when HTMT is high in value (Hair et al., 2014), then for the HTMT results must be valued <0.9 found in Table 5. Then for the cross loading value on each item has a value of > 0.70 and also on each item has the largest value when connected with its latent variable compared to when connected to other latent variables (Hair et al., 2014) found in Table 6.

Table 4. Fornell-Larcker Criterion

	Novelty	Brand Love	Revisit Intention	Experience
Novelty	0.826			
Brand Love	0.494	0.861		
Revisit Intention	0.408	0.755	0.858	
Experience	0.187	0.591	0.535	0.849

Table 5. HTMT

	Novelty	Brand Love	Revisit Intention	Experience
Novelty				
Brand Love	0.514			
Revisit Intention	0.439	0.819		
Experience	0.209	0.667	0.633	

Table 6. Cross Loading

	Novelty	Experience	Brand Love	Revisit Intention
KE1	0.774	0.111	0.302	0.207
KE2	0.846	0.132	0.435	0.377
KE3	0.821	0.064	0.396	0.261
KE4	0.822	0.167	0.378	0.305
KE5	0.824	0.124	0.403	0.354
KE6	0.819	0.162	0.395	0.336
KE7	0.833	0.252	0.462	0.370
KE8	0.865	0.189	0.451	0.423
PE1	0.156	0.852	0.531	0.492
PE2	0.147	0.848	0.450	0.415
PE3	0.172	0.846	0.518	0.450
KM1	0.388	0.452	0.831	0.618
KM2	0.467	0.531	0.862	0.680
KM3	0.383	0.528	0.869	0.672
KM4	0.451	0.482	0.845	0.595
KM5	0.437	0.555	0.883	0.682
KM6	0.444	0.475	0.861	0.632
KM7	0.446	0.500	0.867	0.663
KM8	0.391	0.557	0.870	0.649
KM9	0.398	0.511	0.859	0.646
KM10	0.447	0.495	0.864	0.661
NB1	0.355	0.437	0.607	0.817
NB2	0.309	0.476	0.637	0.915
NB3	0.376	0.440	0.700	0.847
NB4	0.357	0.484	0.639	0.849

The path and p-value coefficient is used for testing the proposed research hypothesis. The criteria for receiving or rejection of the hypothesis is if the significance value of T - Value > 1.96 and or P - Value value < 0.05 at a significance level of 5% (α 5%) then the hypothesis is accepted. The following hypotheses - hypotheses proposed in this study are found in Table 7.

Table 7. The Results of the Path Coefficient and Hypothesis Testing

Hypothesis	Path Coefficient	T Statistics	P-Values	Explanation
Novelty → Revisit Intention	0,067	1,274	0,203	Not significant
Experience → Revisit Intention	0,147	2,377	0,018	Positive significant
Novelty → Brand Love	0,397	8,195	0,000	Positive significant
Experience → Brand Love	0,517	10,733	0,000	Positive significant
Brand Love → Revisit Intention	0,635	10,462	0,000	Positive significant
Novelty → Brand Love → Revisit Intention	0,252	6,267	0,000	Mediasi significant

Experience → Brand Love → Revisit Intention	0,328	7,508	0,000	Mediasi significant
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4. CONCLUSIONS & SUGGESTIONS

In hypothesis 1 which states that novelty influences the intention to visit again at the Jogja tourism city is rejected. These results are in line with what was carried out by Agustina and Artanti, 2020; Assaker et al, 2011, which states that novelty does not affect the intention to end again. However, the results in this study were not in line with what was conducted by Jang and Feng 2007; Liu et al, 2020; Toyama and Hamada, 2012. In this study it means that the novelty offered by the tourism of the city of Jogja has no effect on the intention of visiting again. This is possible there are other factors that influence the intention to visit back to the city of tourism. In Hypothesis 2 states that experience influences the intention to visit again at the Jogja tourism city accepted. The results of this study are in line with research conducted by Zhang et al., 2018; Amaro et al, 2020, but not in line with what was done by Zou et al, 2022. Tourists who visited the city of Jogja had an interesting and impressive experience and unforgettable experiences about the city of Jogja so that the intention to visit became great to repeat the experience. In Hypothesis 3 which states that novelty influences the love of brands in the Jogja tourism city accepted, this result is in line with research conducted by Liu et al, 2020; Ferguson, 2011; Yu and Bastin, 2010. Then in Hypothesis 4 which states that experience influences the love of brands in the Jogja tourism city accepted, the results of this study are in line with research conducted by Ghorbanzadeh, 2023; Safeer, et al, 2020; Zhang, 2019.

In Hypothesis 5 which states that brand love affects the intention of visiting the tourist city of Jogja accepted, this result is in line with Ghorbanzadeh, 2023; Amaro et al, 2020; Ghorbanzadeh, 2019. Furthermore, on Hypothesis 6 which states that novelty influences the intention of visiting the city of Jogja with the love of the brand as a preparation is accepted, this result is in line with the research conducted Back to the Jogja tourism city mediated by the love of the brand accepted, the results of this study are in line with Ghorbanzadeh, 2023.

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