

The Influence of City marketing performance, and Mayor Personal Branding Towards Tourist Revisit Intention: The Case of Bandung

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Kata Pengantar

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Artikel penelitian ini merupakan salah satu penelitian bersama yang disusun secara sistematis, didalamnya memuat latar belakang penelitian, rumusan masalah, tujuan penelitian, kajian pustaka, metode penelitian, hasil penelitian dan pembahasan, serta kesimpulan dan saran. Diharapkan artikel ini memberikan manfaat dalam meningkatkan kualitas dan kuantitas penelitian di bidang ilmu pemasaran khususnya perilaku konsumen.

Penulis artikel ini menyadari bahwa upaya ini tidak mungkin dapat terselenggara tanpa bantuan berbagai pihak. Pada kesempatan ini, ingin disampaikan penghargaan dan terima kasih yang sebesar-besarnya kepada semua pihak yang tidak dapat disebutkan satu persatu yang telah banyak membantu kelancaran penyusunan modul ini. Kritik dan saran sangat membantu penyusun modul untuk perbaikan di masa mendatang. Akhir kata semoga artikel prosiding ini dapat menjadi masukan dan memberi manfaat bagi penelitian akademis dan praktis lainnya.

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The Influence of City marketing performance, and Mayor Personal Branding Towards Tourist Revisit Intention: The Case of Bandung

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Abstract

Tourism taking important part of the city. Due to this reason, every city in the world are racing to attract more tourist to come, and revisit intention become the key for succession in this competition. Tourist revisit intention of a city determined by its city marketing performance. And someone who responsible for this activity is obviously the mayor. This study proposed that city marketing and mayor personal branding are influencing tourist revisit intention. The aim of this study is to reveal the casual relationship between city marketing performances, and mayor personal branding, towards tourist revisit invention. Based on the theoretical model, hypotheses were formulated. The primary data were collected from the respondents which consists of 250 visitors. Structural Equation Model were used to test the study hypotheses. The study result reveals that city marketing performance and mayor personal branding are influenced revisit intention. The outcomes of the study have significant managerial implications for city government.

Introduction

Tourism sector is obviously crucial in a city (Bunnag, 2014, cited in Hurriyani et al. 2015 p.19). By showing off the city's potential, each of the tourism destination within a city could improve its local economic, social and cultural aspect. In 2014, tourism sector has contribute 4,01% of the national GDP, and providing job opportunity for 10,32 million people in Indonesia (KEMENPAR, 2015, p.32). City marketing is used to alter the external perceptions of a city in order to encourage tourism, attract inward migration of residents, or enable business relocation (Balencourt and Zafra, 2012, p. 8). And nowadays every cities in the world are competing to attract more tourist to come.

One of favorite city to visit by domestic and international tourist in Indonesia is Bandung (Tanjung, 2016). City marketing performance of Bandung has successfully promoting not only within domestic tourist, but also international tourist. More tourist destination and attraction in Bandung has successfully attract more than 5.877.162 domestic tourist and 183.932 international tourist. It has make this sector growth 5.87% annually (DISBUDPAR, 2015). This also have made competition in tourism more intense.

City marketing performance is also one of the parameter of successful mayor. Previous study shows that there are positive correlation between employee performance and employee personal branding (Amoako and Adjaison, 2012). It drives the mayor of Bandung, Ridwan Kamil to gain positive personal brand trough his achievement for Bandung. The current mayor personal brand also help Ridwan Kamil to be consider as someone who is able to surpass the current Jakarta Governor Basuki Tjahaja Purnama on Jakarta governor election in 2017 despite some scandalous news involving him (Perdana, 2016). Nowadays, social media held crucial role in building personal branding. Including local leaders such as mayors and governors. Previous research revealed that social media plays an important role to establish government- to-citizen (G2C) relations (Gohar *et al.*, 2014). Through this relation, local leader could accommodate aspiration, educate their citizen, and build personal branding. Other study also found that a person who has a good personal could help a product to develop a brand by associating it with them and lead the customer to repurchase the brand or in this case, revisit the city. (Zahaf & Anderson, 2008; Shafiq *et al.*, 2011)