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 <https://doi.org/10.55463/hkjss.issn.1021-3619.62.55>

Role of City Branding, Local Culture, and E-WOM in Visiting Interest and Their Impact on Visiting Decisions through the Tourist Attraction to Mountain Papua Province

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Received: September 10, 2023 ▪ *Reviewed: October 26, 2023*

▪ *Accepted: November 29, 2023* ▪ *Published: January 31, 2024*

Abstract:

This study aims to (1) analyze the influence of city branding, e-WOM, and local culture on visiting interest, (2) analyze the influence of city branding, e-WOM, and local culture on visiting decisions, and (3) analyze their positive and significant effects on visiting decisions. This study applied a quantitative approach using primary data through questioning 170 respondents. The data were analyzed using the SEM AMOS program. The results show that city branding variables are proven to have a significant influence on visiting interest variables, city branding variables do not have a significant influence on visiting decisions, e-WOM has a significant effect on visiting decisions, and e-WOM has a significant effect on visiting decisions. Local culture has a significant effect on visiting interest, local culture significantly influences visiting decisions, and visiting interest variables do not significantly influence visiting decisions.

Keywords: city branding, local culture, electronic word of mouth, visiting interests, visiting decisions.

城市品牌、当地文化和电子口碑在巴布亚山省旅游景点的访问兴趣中的作用及其对访问决策的影响

摘要:

本研究旨在 (1) 分析城市品牌、电子口碑和当地文化对访问兴趣的影响, (2) 分析城市品牌、电子口碑和当地文化对访问决策的影响, 以及 (3) 分析它们对访问决策的积极和显著影响。本研究采用定量方法, 通过询问 170 名受访者, 使用原始数据。使用扫描电镜阿莫斯程序分析数据。结果表明, 城市品牌变量对访问兴趣变量有显著影响, 城市品牌变量对访问决策没有显著影响, 电子口碑对访问决策有显著影响, 电

子口碑对访问决策有显著影响。对访问决策的影响。当地文化对访问兴趣有显著影响，当地文化显著影响访问决策，而访问兴趣变量不显著影响访问决策。

关键词：城市品牌、当地文化、电子口碑、参观兴趣、参观决策。

1. Introduction

Travel that is done for recreation or leisure and planned as an activity is called tourism. People who spend leisure time on vacation are an important part of their lifestyle. As an archipelagic country, Indonesia has cultural diversity and abundant natural resources. Every region in Indonesia offers natural wealth and cultural diversity. The government can promote the potential of each region to local communities and foreign tourists by highlighting its cultural diversity and natural wealth. This can be achieved using city branding.

The phenomenon of city branding is currently attracting the attention of marketing practitioners. Several Southeast Asian countries, including Malaysia, Hong Kong, Singapore, and Thailand, aspire to make their countries top tourist destinations in the region after discovering the hallmarks of city branding, for example, “Malaysia, Truly Asia,” “Uniquely Singapore”, and “Asia World City” to Hong Kong, Singapore, and Malaysia.

Tourism contributes significantly to the development and progress of all countries, including Indonesia. The tagline “Pesona Indonesia” promotes new tourism brands in Indonesia. It is intended to rival other countries’ travel brands (Maharani et al., 2013). Many cities and regions in Indonesia use city branding to promote themselves as major tourist destinations. The slogan “Enjoy Jakarta” is used by Jakarta, “Shining Batu” by Malang, “World Batik City” by Pekalongan, “Spirit of Java” by Solo, “Sparkling Surabaya” by Surabaya, and “The Heart of Purity” by Sumenep, and many more.

Law No. 32 of 2004 revised “Law Number 21 of 1999 concerning Regional Government or Regional Autonomy (otda)” to provide a more centralized government structure and a more decentralized form of government. To improve community welfare, local governments will begin to utilize their regional capabilities to increase local native income (PAD) (Magandi & Indriani, 2011).

People outside Papua have a lot of bad pictures of the Papua area, such as the image that the area is very lagging in all respects and that it is not safe. This hinders outsiders from visiting the mountainous Papua area. In this case, a strong urban management concept is required. One way is to create ideas about images or images that can highlight the characteristics of the location to promote the location.

A tourist destination must project a positive image. The image is a representation or description of the state of the elements in the destination for a relatively long

time. As a result, the image of a tourist destination is a collection of information about the aspects that make up the destination, which has an impact on tourists’ views of the product elements offered by the destination.

Mountain Papua Province has many tourist destinations that use its natural wealth. The number of tourists’ visits each year has increased and decreased according to the circumstances in Jayawijaya Regency. In 2020, there was a significant decrease in the number of tourists due to the COVID-19 pandemic. The number of tourists per year is measured on the basis of national and international visits. Every year, the Baliem Valley Cultural Festival (FBLB), held annually since 1990, successfully increases the number of tourist visits.

2. Literature Review

2.1. City Branding

Dinnie (2010) and Karim et al. (2012) define city branding as “a collection of brand characteristics that a city has in a certain order to build a foundation that can be used to generate positive perceptions from various circles.” According to Moilanen and Rainisto (2009: 7), if we view the world as a global market and each location or region as a business or product that competes with others to maintain or improve its position, then city branding may be most effective in promoting a place or region. Chaniago in Yuli (2011: 60) defines “city branding as a process or effort to promote a city to target consumers (investors, tourists, talents and events) through the use of positioning, slogans, icons, and other media”.

City branding is a method of economic development, which is based on marketing tactics implemented by all parties, including city planners and designers. Cities must have a strong and distinctive image and reputation to compete for local, regional, national, and international economic resources (Rahmat and Salamah, 2014: 1).

Figure 1 shows the city branding model.

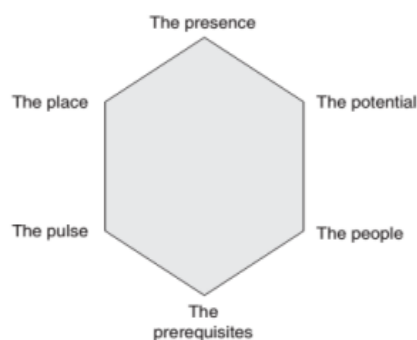


Figure 1. The city branding model (Developed by the authors)

2.2. Local Culture

Local culture includes the shared values and traditions of a particular community. Ethnic culture is often associated with understanding local culture. The idea of ethnicity is often equated with the idea of ethnic groups. Each ethnic group should be considered a separate entity. The specificity of ethnic groups is acquired through cultural transmission and from generation to generation. Local culture, or ethnic culture, is the identity of an individual or group of people. That identity stuck with them throughout all their life (Sutardi, 2007).

A person is considered to have the ability to understand the culture around him, along with the ability to understand the norms of that culture. When a person can learn the cultural norms in his/her society, they will definitely act and behave according to those norms. Similarly, if you want to develop the potential of local culture, it is important to communicate with people from other cultures. People from other cultures must understand the customs, norms, and practices prevailing in their culture.

2.3. Word of Mouth

Word of Mouth (WOM) is defined by Kotler and Armstrong (2010: 436) as individual communication about a product among target buyers, neighbors, friends, family, and colleagues. WOM is not a new marketing tool, but it is still commonly used. Word of Mouth (WOM) evolved from private word-of-mouth discussions into viral communications that spread like loan sharks. This expansion is driven by the phenomenal growth of social media. According to Silverman (2011: 51), WOM is “the exchange of information about products and services carried out independently (independently) between individuals without any relationship with companies or producers”.

Currently, the increasing use of social media has an impact on eWOM. Future increases in consumer confidence in artificial media, or social media, indicate a shift in the communication environment. Consumers will be better equipped to trust online posts and incorporate them into the pool of information they gather before making judgments about the items they buy, the clubs they join, or the groups they join. As a result, organizations that invest in social media today can outperform their competitors by establishing an online presence and connecting clients with online publications. Because they rely on social media to obtain information, audiences develop trust and participate in online and offline discussions (CAKIM, 2010).

2.4. Tourist Interest

Albarq (2014) found that visitor interest is the same as interest in consumer purchases. In addition, Kotler et al. (2016) found that the desire of consumers to obtain

something is analogous to the desire of tourists to explore a place. Purchasing interest is one of the behavioral components of consumption attitudes. According to Dwityanti (2008), buying interest is a phase in which respondents tend to act before making a decision to buy something. According to Simamora (2004: 131), buying interest is personal and related to one’s attitude toward an object, which encourages one to take various actions to approach or obtain the object.

Consumers and travelers consider many things before purchasing, just as they did before. During the process of choosing, customers or visitors can determine the purpose of their choice. Their interest is a strong drive to action.

2.5. Visiting Decision

The decision made before traveling to a place is related to the decision made after traveling (Kotler and Keller, 2012). Consumer behavior is influenced by visitor perception. The decision to visit is an action visitors take to consider various things (Aprilia and Kusumawati, 2021). According to Kotler and Keller (2012), social, cultural, and personal factors influence consumer behavior, especially in terms of decisions to visit tourist attractions. Tourist destinations, type of travel, time and cost, travel agents, and travel services are all factors that influence customer decisions about travel (Hurriyati, 2015).

The client considers several factors before deciding to purchase. Consumers gather information before making decisions. Another condition is when customers make purchasing choices based on their preferences. In addition to seeking information, looking for options is essential for making consumer decisions.

3. Methods and Materials

The subject of this study was a tourist from the Papua Mountain province. Researchers used a set of questionnaire instruments to collect the required data included in the questionnaires sent to respondents. Data collection was performed using questionnaires submitted and collected directly by researchers (Indrianto & Supomo, 2002).

The sample approach used in this study was purposive sampling. The researcher deliberately uses his or her own judgment to select people from among employees who are deemed capable of providing important data or sample units that meet the researcher’s specific needs.

4. Results and Discussion

The indicators constituting the final variable in the research model were measured using confirmatory factor analysis (CFA). CFA is a prerequisite for analyzing models using SEM. The technique used is the use of CFA. The latent variables or constructs used in the model consisted of two exogenous variables, one

endogenous variable, and one mediating variable with 37 indicators. A questionnaire's high or low validity value can be determined by looking at the constraint factor through the help of the SEM AMOS application,

with a loading value of > 0.50. The following are the results of the construct confirmatory test based on data processing using SEM.

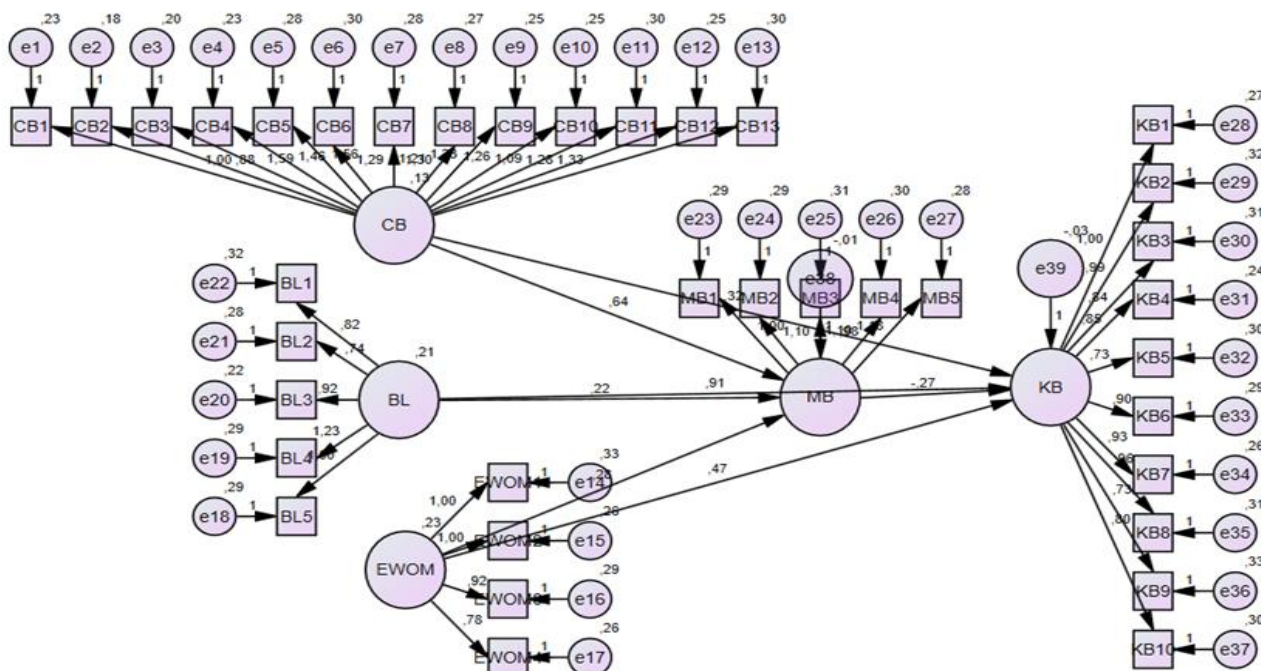


Figure 2. Path analysis (Developed by the authors)

The model has been tested so that it can be tested against the hypotheses. The basis of the decision to test the hypothesis is to compare the magnitude of the probability and the significance rating of 5% ($\alpha = 0.05$). If p is less than α , the null hypothesis (H_0) is rejected; if p is more significant than α , the null hypothesis (H_0) is accepted. The test hypothesis is acceptable if the critical rate is greater than 2.58 with a significance level of 0.01 or greater than 1.96 with a significance level of 0.05

Table 1. Hypotheses (Processed data, 2023)

| Hypothesis | Estimate | S.E. | C.R. | P |
|--|----------|-------|--------|-------|
| City Branding > Visiting Decisions | 0.32 | 0.348 | 0.918 | 0.359 |
| Local Culture > Visiting Decisions | 0.905 | 0.168 | 5.383 | 0.000 |
| E-Wom > Visiting Decision | 0.468 | 0.161 | 2.910 | 0.004 |
| City Branding > Visiting Interest | 0.641 | 0.124 | 5.165 | 0.000 |
| Local Culture > Interest in Visiting | 0.222 | 0.058 | 3.808 | 0.000 |
| E-Wom > Visiting Interest | 0.285 | 0.066 | 4.309 | 0.000 |
| Interest in Visiting > Visiting Decision | -0.265 | 0.54 | -0.491 | 0.623 |

4.1. City Branding Has a Positive Effect on the Interest in Visiting Mountain Papua Tourist Destinations

The results show that city branding has a positive and significant influence on the variable of visiting interest. This is known from the p -value of $< \alpha$, a p -value of 0.000, and obtained a Critical ratio-value of 5.165, which is > 1.96 (Table z-value probability 5%). Therefore, the first hypothesis, which states that there is a significant influence between city branding (X1) and visiting interest (Z), is acceptable.

Anholt (2011) asserts that city branding must meet

six criteria: presence, potential, place, pulse, people, and requirements. The study selected six features as indicators, and each component was separated into two items. Results are achieved when almost all items are rated as good or excellent. This shows that urban marketing can succeed in the Papua Highlands. According to Sugiartono (2009), building a city is to attract tourists, and an essential criterion in forming a city is ambassadors.

4.2. City Branding Has a Positive Effect on the Interest in Visiting Mountain Papua Tourist Destinations

City branding does not exert a positive and significant influence on visiting decision variables. This is known from the p -value of $< \alpha$, a p -value of 0.359, and obtained a Critical ratio-value of 0.918 if this value is smaller than 1.96 (Table z-value probability 5%). Therefore, the second hypothesis was rejected because the results proved no significant influence between city branding (X1) and visiting decisions (Y).

The results show that the city branding of Papua Mountain Province illustrates the tourism potential of Papua Mountain Province, which encourages tourists to leave. Introducing needs is the main idea of Kotler and Keller (2012) regarding the early stages of a tourist visit. Tourists need something unique to meet their vacation needs, and the branding city of Papua Mountain Province offers what they are looking for. Ultimately, tourists decide to visit because they have

found what they are looking for through the branding city of Mountain Papua Province.

4.3. Electronic Word of Mouth Has a Positive Effect on Interest in Visiting Mountain Papua Tourist Destinations

E-WOM exerts a positive and significant influence on the variable of visiting interest. This can be seen from the p-value of $< \alpha$, where the probability value in this study is 0.004 and obtained a critical ratio value of 2.910, which has a value of >1.96 (Table z-value probability 5%). Thus, the third hypothesis, which states a significant influence between E-WOM (X2) and visiting interest (Z), is acceptable.

E-WOM significantly impacts people's interest in visiting Papua's Mountain attractions. In short, a good e-word of mouth can increase visitor interest. The theory put forward by Ardana and Rastini (2018) is that consumer buying interest is ultimately influenced by sound and positive e-WOM communication.

4.4. Electronic Word of Mouth Has a Positive Influence on the Decision to Visit Mountain Papua Tourist Destinations

E-wom has a positive and significant influence on visiting decision variables. This can be seen from the p-value $< \alpha$, namely the p-value of 0.000 and the critical ratio value of 4.309, which has a value of >1.96 (Table z-value probability 5%). This means that the fourth hypothesis, which states a significant influence between e-Wom (X4) and visiting decision (Y), is accepted.

E-commerce word of mouth significantly influences the number of tourists who choose to go. The theory put forward by Mulyati et al. (2018) states that the more information disseminated through e-mail, the more visits are made. If E-WOM communication on social media about tourist destinations is more frequent, domestic tourists' decisions will increase. The more e-worms are available and keep visitors interested in the information conveyed through social media, the more tourists will visit.

4.5. Local Culture Positively Influences the Interest in Visiting Mountain Papua Tourist Destinations

Local culture exerts a positive and significant influence on visitors' interest. This is known from the p-value $< \alpha$, namely the p-value of 0.024 and obtaining a Critical ratio-value of 2.265, which has a value of >1.96 (Table z-value probability 5%). Thus, the fifth hypothesis, which states that there is a significant influence between local cultural variables (X3) and visiting interest (Z), can be accepted.

To promote Mountain Papua Province as a leading tourism destination at regional, national, and international levels, one of the elements that can be developed and promoted is local art and culture. Infrastructure and facilities that are not available for cultural arts performances and performances will reduce

the appreciation of local people and tourists toward local culture and put its sustainability in danger.

In city branding, not only is the government responsible for conveying the city image, but many parties, including the government, private companies, and the general public, can participate in creating the city image. City branding cannot succeed without community participation. Regarding the cultural sector in Mountain Papua Province, people tend to focus more on contemporary things than on old traditions. Society must accept the effects of globalization, both positive and negative. This will last a long time and take away any part of the city culture or identity.

4.6. Local Culture Positively Influences the Interest in Visiting Mountain Papua Tourist Destinations

Local culture has a positive and significant influence on visiting decisions, as shown by the p-value of $< \alpha$, which is a p-value of 0.000, and given a Critical ratio-value of 5.383, which has a value of >1.96 (Table z-value probability 5%). Thus, the sixth hypothesis states that a significant influence between local culture (X3) and visiting decision (Y) is acceptable.

As culture develops and evolves, the values inherent in society evolve to regulate harmony, harmony, and balance. The many tourist destinations and the uniqueness of each tourist destination are of interest to visitors in the Mountain Papua Province.

This shows that people's culture has a positive but insignificant impact on tourists' desires to visit. This result agrees with the research of Romiti and Sarti (2016), and Shonk and Chelladurai, (2008), who stated that culture can increase tourist interest. The results showed that factors such as the condition of people's homes, the friendliness of the local community, and the social condition of the local community influenced tourists' interest in visiting. However, this is unimportant because tourists are more interested in the natural beauty and delicious local food.

4.7. Interest in Visiting Influences the Decision to Visit Mountain Papua Tourist Destinations

Interest in visiting does not have a positive and significant influence on the decision to visit; this is known from the p-value $< \alpha$, which is a p-value of 0.623 and obtained a Critical ratio-value of -0.491 which has a value of >1.96 (Table z-value probability 5%). Thus, the seventh hypothesis, which states that there is a significant influence between visiting interest (Z) and visiting decision (Y), is rejected.

Tourists are more likely to visit the Mountain Papua Province because of their interest and decision to visit. Due to the relatively high level of risk and cost for each product and the level of psychological involvement with the products they buy, the purchasing decision-making process within the tourism sector is also very complex. It is advisable to show tourists' interest in advance to increase their chances of coming. Visitors

realize that a place suits their interests and want to visit it when they have an interest, and as their confidence in the place increases, they decide to visit it.

Ramadhan (2015) conducted a previous study, which found that the indirect influence of city branding on visiting interest was 0.180, and the direct influence of city branding on visiting decisions was 0.091.

5. Conclusion

Based on the study results, it can be concluded that City Branding is proven to significantly influence the variable of Visiting Interest to support the research hypothesis. This indicates that the city branding of Mountain Papua Province has met the success indicators of city branding so that tourists can visit Mountain Papua. City branding variables do not significantly influence the decision to visit. This finding contradicts the study's hypothesis. This shows that the city branding of Papua Mountain Province has not been able to persuade tourists to visit the province. EWOM has a significant influence on visitor interest. With the interest in visiting tourists, the better E-WOM will increase the decision of tourists to visit the tourist attractions of Panjang Jepara Island, which is also increasing, E-WOM has a significant influence on the decision to visit. This means that EWOM will influence tourists to visit the tourist attractions of Mountain Papua Province. If the EWOM is getting better or worse, the decision of tourists to visit the tourist attractions of Mountain Papua Province has an effect; local culture has a significant effect on the interest in visiting. The cultural potential is in the form of the unique art traditions of local people that are still maintained today. These various local cultures are the main interest of tourists (tourists) visiting the Papua Mountains. Local culture has a significant influence on the decision to visit. The cultural diversity of a tourist location can affect tourism marketing and tourist comfort in Papua Mountain Province. Historical buildings or techniques to inspire tourists to return are examples of cultural qualities that might attract visitors to a tourist attraction, and the Visiting Interest Variable did not have a significant influence on Visiting Decisions. These results do not fit the research hypothesis. This means that if the interest in visiting the mountainous Papua Province is in the eyes of tourists, it should have an impact on increasing tourist visiting decisions. Through in-depth academic research on this topic, valuable insights can be generated for the tourism industry, local governments, and local economic actors. The results of this research can help design marketing strategies, destination management, and local cultural development more effectively to increase the attractiveness of the Papua Province Mountains as tourist destinations.

6. Limitations and Future Study

When conducting research on the role of city branding, local culture, and e-WOM on the interest in visiting the Papua Province Mountain attractions, there are several limitations that need to be recognized. In addition, there are several future study directions that can serve as the foundation for further research. Limitations in generalizing research results may arise because of the focus on specific attractions. The results of this study may not be fully applicable to other tourist attractions in Papua or other tourist destinations with different characteristics. Further research that takes into account the above limitations will provide more holistic and relevant insights for tourism development in the mountains of Papua Province and other tourist areas.

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