



Exploring Destination Branding: Tourist Interests in Cibaduyut's Creative Urban Village

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ABSTRACT

Purpose: As a creative city, Bandung has several creative tourism urban villages. One of them, Cibaduyut Creative Tourism Urban Village has its destination brand as trademark, especially Shoe Monument (Tugu Sepatu). The disappearance of Shoe Monument became the central phenomenon studied tourist interest to visit Cibaduyut Creative Tourism Urban Village. **Methodology:** This research uses a quantitative descriptive approach using Statistical Product and Service Solutions (SPSS) tools with 107 respondents. Influence of the dimensions of destination brand on tourist interest studied here. **Results and Findings:** Brand identity, brand essence, brand character, brand personality, brand culture, and brand image have a strong significance in tourist interest. Findings: Destination brands have a role to support the tourist interest in tourism destinations. Brand essence dimension have the biggest contribution in tourist interest. **Novelty and Originality:** The importance of Shoe Monument, also destination branding evolution to address tourist interest. Originality: Emphasized destination brand should be viewed as a symbol or process that is always evolving. **Conclusion:** Brand identity, brand essence, brand character, brand personality, brand culture, and brand image have a strong significance on tourist interest. Local authorities in Cibaduyut cooperation with Bandung's city government should enhance destination brand aspect to attract tourist interest. **Type of Paper:** Empirical Research Paper.

INTRODUCTION

Bandung is one of the cities known for its various types of tourism, including creative tourism. This is shown through various activations of tourism spaces or places carried out by the government, in order to encourage micro-economic growth and the development of related local cultures. One of the things that signifies the rise of creative tourism, especially in West Java, is marked by the inauguration of 8 Creative Tourism Urban Villages in Bandung City (Hermawan, 2024). This

development program is a major program of the Mayor of Bandung, as stated in the Bandung City Regional Regulation Number 3 of 2019 concerning the Regional Medium-Term Development Plan from 2018 to 2023. This program aims to increase economic, cultural and tourism potential, which is expected to strengthen the image of Bandung as a creative city (Alexandri & Raharja, 2020). The places referred to in the list of 8 Creative Tourism Villages in Bandung City are Braga, Cigadung, Binong Jati, Cinambo, Cigondewah, Pasir Kunci, Gedebage, and Cibaduyut (Ripaldi, 2022).

Cibaduyut Creative Tourism Urban Village was initially inaugurated in 2018, marked by coaching and mentoring by the Bandung City Culture and Tourism Office. This process was briefly halted due to a change in leadership and the outbreak of the Covid-19 pandemic. During this time, KWK Cibaduyut experienced a decline in productivity and was briefly closed. KWK Cibaduyut was re-inaugurated by the Mayor of Bandung, Yana Mulyana, on March 13, 2023, along with 7 other creative tourism urban villages with an effort to resist and rebuild the creative tourism area collectively (Alexandri, Sam, & Raharja, 2020). Until now, KWK Cibaduyut has become one of the destinations that tourists look at, and has begun to develop tourism in other sectors, such as religious tourism, culinary, and walking tour programs that invite visitors to get to know the Cibaduyut area better.

The inauguration of KWK Cibaduyut signifies that the development of the local wisdom of the local community began to get serious appreciation from the government. In other words, the image of KWK Cibaduyut has formed a memory or impression that the area has the potential to contribute to the creativity of Bandung City through massive shoe production. Therefore, the connotation of KWK Cibaduyut and shoes cannot be separated. Thus, the strength of KWK Cibaduyut is the branding of shoes that have a unique selling point by relying on the ability of manual craftsmanship (handmade) as an authentic factor.

Figure 1. Cibaduyut's Shoe Monument



Source: Hermawan (2020)

KWK Cibaduyut has a Cibaduyut Shoe Monument that existed before the construction of the flyover road began. This monument is important because it is considered as a reference or recommendation to the audience (tourists) with the preference of the intended destination. The orientation of using symbols as identity is sustainable, so the form and message should not be different from the intended brand. The compatibility between the symbols in the destination brand and the brand is what triggers sympathy before tourists visit.

Figure 2. Cibaduyut Creative Tourism Urban Village's Logo

Source: Cibaduyut Creative Tourism Urban Village's Tourism Awareness Group (Pokdarwis)

Symbols in a destination have a crucial role in shaping the destination image and influencing tourists' interest in visiting. The Cibaduyut Shoe Monument as one of the elements in the destination brand at KWK Cibaduyut serves to consolidate and strengthen tourists' positive memories of the destination, in line with the views of Tiana & Yusuf (2019) which emphasizes the importance of symbols in strengthening memories of destination experiences. Subjective impression that arises always conveys the core values, commitments, and related promises contained in the regional identity and interests on the demand and supply sides (Sari, 2020). Based on this, a destination brand should be viewed as a symbol or process that is always evolving, and not a complete and fixed identity, with the intention that tourism innovations that occur within KWK Cibaduyut always focus on business dynamics, namely selling what is contained in the region.

In line with what is intended in the principle of destination brand, Cibaduyut Shoe Monument is a monument that is able to stimulate the thoughts of a person or tourist before finally strengthening the impression of KWK Cibaduyut (orientation of leather shoe production and various similar products). At this stage, it is explained that interest in visiting produces a motivation that continues to be recorded in the minds of tourists, and ultimately comes out as a decision. If drawn theoretically, the position of Cibaduyut Shoe Monument as one of the elements in the destination brand is closely related to visiting interest, because the two variables are a whole journey that ends in consumer decisions.

In global context, destination brand is important to communicate the signature artifact and special activities of the destination such as Egypt with mummy (Baalbaki & Zizka, 2024), Spain with gastronomy (Jerez, 2023), and Nepal with Land of Himalayas (Malla, 2023). In regional context, destination brand also easily identify by tourist in terms of symbol or geographical aspect, such as Semarang with Old Town (Hermawan, 2024), Papua with Raja Ampat (Verances, Rusmiatmoko, & Afifudin, 2024), and Pontianak with Tugu Khatulistiwa (Kurniawan & Laurent, 2023).

Similar to purchase intention, interest in visiting occurs when tourists want to visit an interesting place or area. Indirectly, interest in visiting intersects with the intensity of one's commitment in wanting to visit a place. According to Sari (2020), interest in visiting arises after an alternative evaluation process, which is a series of processes obtained by a person through the formation of thoughts through calculations, resulting in a perception of a place or destination to be visited.

Previous research conducted by Hermawan (2020) stated that the Cibaduyut shoe industry center is located in a strategic location, identified by the presence of a monument of men's and women's shoes at the crossroads. This emphasizes the regional image or destination brand that is communicated through symbolism. Hermawan also added that the KWK Cibaduyut area was developed based on the spirit of wisdom, where the expertise of producing shoes in the area was

obtained from generations of families, so it can be ascertained that the consistency of the next generation determines the existence of KWK Cibaduyut itself. This then becomes a challenge for the management of KWK Cibaduyut to brand the area due to the lack of competitiveness of the craftsmen themselves.

Previous research has also been conducted by Yandi, et al. (2023) which states that elements of the destination brand can be seen from its tourism attributes, so that it can provide comfort for tourists (Sarman, et al., 2019). For this reason, the disappearance of the Cibaduyut Shoe Monument is a phenomenon that spurs the author's curiosity regarding the destination brand of Cibaduyut Creative Tourism Urban Village on tourists' interest in visiting. Cibaduyut Shoe Monument is one part of a destination brand that contains several elements, such as brand identity, brand essence, brand character, brand personality, brand culture, and brand image (Utami, 2017). Each element has a crucial role in the formation of regional identity, making it easier for business actors, especially in KWK Cibaduyut, to market their tourism destinations to the right target market (Alvianna, et al., 2022). This is what interests the author in conducting related research.

A brand is a term, sign, symbol, or design, or a combination of these things, which is intended to identify goods or services from a seller or group of sellers and to distinguish them from competitors' products (Oduro, De Nisco, & Petruzzellis, 2024). Irawati et al. (2021) states that a brand is a perceptual entity that is rooted in reality but reflects perceptions and even the thoughts and feelings of consumers. A well-chosen company, goods or service name can be a valuable asset, just like the brand itself. The company will use the brand name in all communications with future customers (Danar, et al., 2020).

However, the definition of brand or brand actually contains many meanings which are then tried to be classified into 12 major themes according namely: brand as logo, legal instrument, company, abbreviation, risk reduction, identity system, image in the minds of consumers, value system, personality, relationship, added value and evolving to. Brands are also able to reflect the values possessed by the producer of a product or a reflection of a particular culture while projecting a certain personality (Phuong Chi, Nogalski, & Nguyen, 2024). Reputation is the most important factor for customers when choosing a product, so producers are emphasized to be able to provide uniqueness in the product (Andika & Prisanto, 2019). The same thing is emphasized Manik & Siregar (2022), that the brand is a symbol and indicator of the product, so that it is able to categorize the types of customers who will form a unique segmentation of its customers.

The function of a brand shows its match with a person's personality through a special combination of human traits in relation to personality or brand personality. Brands represent how consumers perceive and feel about a product and its performance. Consumers associate the brand with everything the product means to them (Almeyda-Ibáñez & George, 2017). In other words, consumers will only choose brands that have the same personality as themselves.

Destination brand is an identity used to form a brand which is defined as a symbol name, logo or other image, which can provide a memory to tourists about the tourist experience in making a visit (Hasanah, et al., 2020). Several explanations put forward by Hereyah & Kusumaningrum (2019) explained that a destination brand is a set of marketing activities that include 4 things, namely symbol differentiation as a distinction from other tourism identities, customer experience communication tools, affiliation or bridging of tourists with tourist attractions, and anticipation of reducing costs and risks associated with finding consumer information.

Destination brand is often associated with destination brand. However, there is a conceptual difference between image and brand. Image is more perceptual while brand is more about identity development through positioning and communication (Parris & Guzman, 2023). There are special challenges in building a destination image due to the intangible nature of tourist destination products and the complexity of the tourist decision-making process. It needs to be supported by the introduction of the characteristics, attractions, and experiences provided by the destination in order to arouse the enthusiasm of potential tourists (Hermawan, 2022).

An attractive image will trigger tourists to recommend tourism attractions to others. This will bring up potential tourists for tourism attractions. Destination brand or destination image is a difficult process in tourism due to unique product characteristics. A positive destination image is able to demonstrate value, quality, trust, assurance, and good anticipation for customers. This can result in long-term relationships that engender customer loyalty and repeat purchases (Audina, et al., 2022).

Destination branding is important in a competitive market dominated by producers and suppliers of identical tourism products and services. Therefore, destination brands have the potential to help improve tourism marketing through the means of product differentiation, thus the need for differentiated marketing strategies using branding as a promising key ingredient (Chigora, et al., 2023). In this case, branding the destination brand helps marketing by promoting the identity in regional, national, and international markets.

Utami (2017) explains that branding combines 6 dimensions which are then formulated into a destination brand concept. The dimensions consist of:

1. Brand identity, the concept of identity is a series of strategies that are realized in the form of associations that represent the goods or services. Brand identity can reflect the products and services offered by the destination.
2. Brand essence or brand soul is something that can represent the emotional elements and values of the brand.
3. Brand character, showing the relationship between the travel experience of tourists and the formation of brand character.
4. Brand personality is a set of brand personalities that are similar in nature to the sentimental conditions possessed by humans.
5. Brand culture shows that the culture of the brand is a series of value systems that are integrated with each other, so that they can describe the culture of the region.
6. Brand image is the main component of forming a brand identity that is easily recognizable, so that consumers can appreciate the brand.

Visiting interest occurs when tourists want to visit an interesting place or area. According to Agusti, et al. (2020), the theory of visiting interest is analogous to buying interest. Visiting interest can also be interpreted as a person's mental state that reflects a plan to take several actions within a certain period of time (Yandi, et al., 2023). However, in order for this interest to continue to purchase, especially in the field of tourism, tourists must believe or believe that the tourism objects to be visited are what they expect (Fachmi, 2023). Customer character is important to process something as complex as a buying or visiting decision due to emotional factors (Mirella, et al., 2022).

Consumer decisions to buy or visit several tourism destinations in several units are known as intentions or desires (Zhu, et al., 2023). Supported by the opinion Ryana & Haryanto (2023) which says that intention is a very dominant influence in controlling consumer behavior. Intention can also be seen as an implied promise or desire for someone to buy or visit a place (Purwianti, 2021).

Because it is analogous to buying interest, interest in visiting will ultimately lead to visiting decisions. According to Jesus & Alves (2019), it is explained in 3 stages where the value of a tourism destination is created, namely:

1. Pre-purchase phase

This phase begins with interactions that are able to spark the desire to buy or visit something, in the case of tourism. Pre-purchase is initially triggered by the consideration of calculating the needs, wants, or satisfaction of a destination. This stage is highly dependent on the experience of the customer or traveler, especially on the fantasies he or she gets from dealing with everything that intersects with the destination or destination tourism.

2. Purchase phase

This second stage is an extension of the previous stage, which is when customers or potential tourists get satisfaction from fantasies and services related to a destination. So

that in the end, interest in visiting triggered by an interesting experience can turn the desire of consumers into a decision.

3. Post-purchase phase

This is the last stage of the buying or visiting process. In terms of tourism, tourists will leave an impression that will later determine the popularity of the tourism destination they just visited. This part will leave an impression, so that in the end that is the assessment of the quality of a tourism destination.

According to Nugraha & Adialita (2021), buying interest or visiting interest is described through 4 dimensions with their respective indicators, namely:

1. Transactional interest, which is a person's need to visit a place or destination. This interest can be interpreted as a person's desire to immediately be in the place or destination in question.
2. Referential interest, a person's tendency to recommend products to others.
3. Preferential interest, an interest that describes the behavior of a person who has a primary tendency or preference for a particular product. Preferential interest can also mean the belief to visit a place and the right to ignore other options. In other words, preferential interest is an interest in prioritizing a destination.
4. Explorative interest, describes the behavior of a person who is always looking for information about the place or destination he is interested in, as well as looking for information that supports the positive characteristics of the place or destination.

METHOD

Place and Time of Research

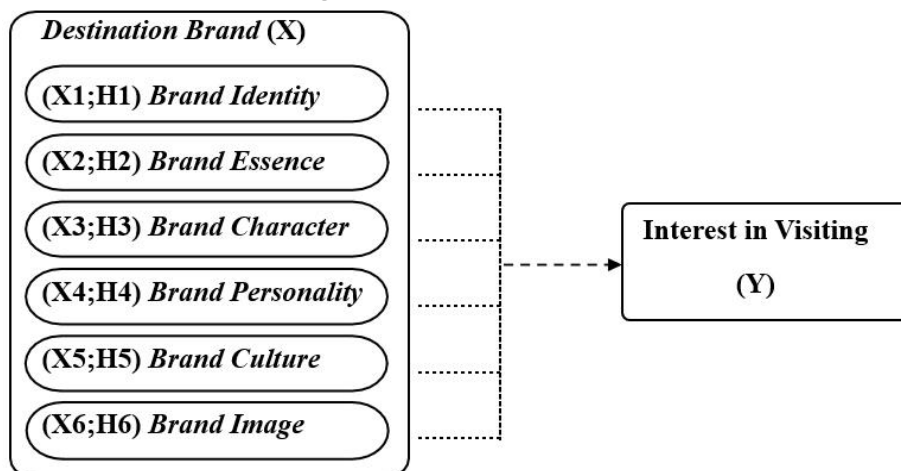
This research was done in Cibaduyut Creative Tourism Urban Village, Cibaduyut Urban Village, Bojongloa Kidul District, Bandung City. It occurs from February to May, 2024.

Type of Research

The research design of this study is explanatory, which aims to explain the destination brand elements in the phenomenon of the disappearance of the Cibaduyut Shoe Monument that can influence tourism interest in visiting KWK Cibaduyut.

Research Variables

This study uses the destination brand variable as the independent variable (X) and the visiting interest variable as the dependent variable (Y). The indicators of the destination brand variable (X) include brand identity (X1), brand essence (X2), brand character (X3), brand personality (X4), brand culture (X5), and brand image (X6). Meanwhile, the indicators of the visiting interest variable include transactional interest, referential interest, preferential interest, and exploratory interest.

Figure 3. Research Model

Sampling Techniques

The research stages were carried out through 5 things, namely preparation, questionnaires, observation, interviews, and data analysis. Preparation began with obtaining a research permit from the KWK Cibaduyut manager. After that, the research continued with the distribution of questionnaires to 107 respondents, who are visitors at KWK Cibaduyut. Since the exact population of visitors is unknown, respondents size calculated using the Rao Purba formula. The formula considers the level of confidence and maximum acceptable error, using a confidence level of 95% which results in a Z value of 1.96, the margin of error used is 10% or 0.1 in the calculation using SPSS (Statistical Product and Service Solutions).

After that, observations were made regarding the intensity of visitors who come to KWK Cibaduyut. Then interviews were conducted with related parties, such as visitors, crafters, local communities, traders, and managers of KWK Cibaduyut. Observations were conducted by observing the busy centers visited by tourists, points of attraction, and elements that attract tourists' attention, where the author interviewed them regarding this matter.

Data Collection Techniques

Primary data were collected through questionnaires, observations, and interviews. Secondary data was obtained from documentation studies related to destination brand, visiting interest, and Cibaduyut Creative Tourism Urban Village.

Data Analysis Design

Primary data were collected through questionnaires, observations, and interviews. Secondary data was obtained from documentation studies related to destination brand, visiting interest, and Cibaduyut Creative Tourism Urban Village.

RESULTS AND DISCUSSION

Descriptive Analysis Test

The results of descriptive analysis show that the average respondent's assessment of the 6 dimensions in the destination brand variable has an average score of 4.11. On a Likert scale, this number is in the "agree" category.

Table 1. Descriptive Analysis Test Results

Destination Brand Dimensions	Score
Average Score for Brand Identity Dimension (X1)	4,21 (totally agree)
Average Score for Brand Essence Dimension (X2)	3,86 (agree)
Average Score for Brand Character Dimension (X3)	4,18 (agree)
Average Score for Brand Personality Dimension (X4)	4,09 (agree)
Average Score for Brand Culture Dimension (X5)	4,14 (agree)
Average Score for Brand Image Dimension (X6)	4,21 (totally agree)
Average Score for Destination Brand Variable (X)	4,11 (agree)

Source: Research Processing Results

The value of r table is sought using the formula $df = (N-2)$ or $df = (107-2)$, with a significance of 0.05; then obtained r table = 0.1900. Based on the Table 2, it is known that all r values > 0.900 (r table), so it is concluded that all questions on the questionnaire are valid.

Validity Test

Table 2. Validity Test Results

Indicator	Question	R Count	R Table	Result
Brand Identity	BI1	0.595	0.1900	Valid (R Count > R Table)
	BI2	0.546	0.1900	Valid (R Count > R Table)
	BI3	0.501	0.1900	Valid (R Count > R Table)
Brand Essence	BE1	0.633	0.1900	Valid (R Count > R Table)
	BE2	0.651	0.1900	Valid (R Count > R Table)
	BE3	0.555	0.1900	Valid (R Count > R Table)
Brand Character	BC1	0.453	0.1900	Valid (R Count > R Table)
	BC2	0.575	0.1900	Valid (R Count > R Table)
	BC3	0.613	0.1900	Valid (R Count > R Table)
Brand Personality	BP1	0.416	0.1900	Valid (R Count > R Table)
	BP2	0.463	0.1900	Valid (R Count > R Table)
	BP3	0.509	0.1900	Valid (R Count > R Table)
Brand Culture	BCLT1	0.544	0.1900	Valid (R Count > R Table)
	BCLT2	0.62	0.1900	Valid (R Count > R Table)
	BCLT3	0.615	0.1900	Valid (R Count > R Table)
Brand Image	BIM1	0.486	0.1900	Valid (R Count > R Table)
	BIM2	0.487	0.1900	Valid (R Count > R Table)
	BIM3	0.454	0.1900	Valid (R Count > R Table)
Transactional Interest	MT1	0.603	0.1900	Valid (R Count > R Table)
	MT2	0.611	0.1900	Valid (R Count > R Table)
	MT3	0.545	0.1900	Valid (R Count > R Table)
Referential Interest	MR1	0.335	0.1900	Valid (R Count > R Table)
	MR2	0.499	0.1900	Valid (R Count > R Table)
	MR3	0.583	0.1900	Valid (R Count > R Table)
Preferential Interest	MP1	0.553	0.1900	Valid (R Count > R Table)
	MP2	0.622	0.1900	Valid (R Count > R Table)
	MP3	0.643	0.1900	Valid (R Count > R Table)
Explorative Interest	ME1	0.598	0.1900	Valid (R Count > R Table)
	ME2	0.65	0.1900	Valid (R Count > R Table)
	ME3	0.589	0.1900	Valid (R Count > R Table)

Source: Research Processing Results

The value of r table is sought using the formula $df = (N-2)$ or $df = (107-2)$, with a significance of 0.05; then obtained r table = 0.1900. Based on Table 2, it is known that all calculated r values > 0.900 (r table), so it is concluded that all questions on the questionnaire are valid.

Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description	Result
Destination Brand (X)	0.892	> 0,6	Reliable
Interest in Visiting (Y)	0.875	> 0,6	Reliable

Source: Research Processing Results

Based on Table 3, Cronbach's Alpha value > 0.6; then the research questionnaire is reliable.

Normality Test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual	
N			107	
Normal Parameters ^{a,b}	Mean		.0000000	
	Std. Deviation		1.74963245	
Most Extreme Differences	Absolute		.048	
	Positive		.043	
	Negative		-.048	
Test Statistic			.048	
Asymp. Sig. (2-tailed) ^c			.200^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.		.804	
		99% Confidence Interval	Lower Bound	.794
			Upper Bound	.814

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Research Processing Results

Based on Table 4, it can be seen that the Asymp. Sig. (2-tailed) has a significance value of 0.200 which is greater than 0.05; so it is concluded that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Model		Coefficients ^a	
		Tolerance	VIF
1	Brand Identity (X1)	.512	1.954
	Brand Essence (X2)	.548	1.824
	Brand Character (X3)	.438	2.284
	Brand Personality (X4)	.453	2.208
	Brand Culture (X5)	.522	1.915
	Brand Image (X6)	.482	2.076

a. Dependent Variable: Tourism Interest (Y)
 Source: Research Processing Results

Based on Table 5, the test results for brand identity, brand essence, brand character, brand personality, brand culture, and brand image show tolerance values > 0.10 and VIF values < 10.00, so it is concluded that there is no multicollinearity in the regression model.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.111	17.641		-.063	.950
	Brand Identity (X1)	-1.648	1.570	-.140	-1.050	.296
	Brand Essence (X2)	-.849	1.000	-.109	-.850	.398
	Brand Character (X3)	1.123	1.406	.115	.799	.426
	Brand Personality (X4)	-3.175	1.787	-.252	-1.777	.079
	Brand Culture (X5)	2.274	1.324	.227	1.717	.089
	Brand Image (X6)	2.885	1.706	.232	1.691	.094

a. Dependent Variable: abs_res
 Source: Research Processing Results

Based on Table 6, it is known that the significance value (*Sig.*) for brand identity, brand essence, brand character, brand personality, brand culture, and brand image > 0.05; so it is concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Results

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	18.648	1.879		9.922	.000		
Brand Identity (X1)	.348	.167	.129	2.084	.040	.512	1.954
Brand Essence (X2)	.645	.106	.361	6.054	.000	.548	1.824
Brand Character (X3)	.455	.150	.203	3.035	.003	.438	2.284
Brand Personality (X4)	.443	.190	.153	2.329	.022	.453	2.208
Brand Culture (X5)	.301	.141	.130	2.134	.035	.522	1.915
Brand Image (X6)	.387	.182	.136	2.132	.035	.482	2.076

a. Dependent Variable: Tourism Interest (Y)
 Source: Research Processing Results

Based on Table 7, the multiple linear regression equation is obtained as follows:

$$Y = 18,648 + 0,348X1 + 0,645X2 + 0,455X3 + 0,443X4 + 0,301X5 + 0,387X6 + e$$

Partial Test (T Test)

Table 8. Partial Test Results with T Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	18.648	1.879		9.922	.000		
Brand Identity (X1)	.348	.167	.129	2.084	.040	.512	1.954
Brand Essence (X2)	.645	.106	.361	6.054	.000	.548	1.824
Brand Character (X3)	.455	.150	.203	3.035	.003	.438	2.284
Brand Personality (X4)	.443	.190	.153	2.329	.022	.453	2.208
Brand Culture (X5)	.301	.141	.130	2.134	.035	.522	1.915
Brand Image (X6)	.387	.182	.136	2.132	.035	.482	2.076

a. Dependent Variable: Tourism Interest (Y)
 Source: Research Processing Results

Based on the t test results in Table 8, the results show that the dimensions of brand identity (X1), brand essence (X2), brand character (X3), brand personality (X4), brand culture (X5), and brand image (X6) have a positive and significant effect on the visiting interest variable (Y) in Cibaduyut Creative Tourism Urban Village. This is indicated by the Sig. value <0.05.

Simultaneous Test (F Test)**Table 9. Simultaneous Test Results with F Test**

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1337.717	6	222.953	68.709	.000^b
	Residual	324.489	100	3.245		
	Total	1662.206	106			

a. Dependent Variable: Tourism Interest (Y)

b. Predictors: (Constant), Brand Image (X6), Brand Culture (X5), Brand Essence (X2), Brand Identity (X1), Brand Personality (X4), Brand Character (X3)

Source: Research Processing Results

Based on Table 9, it is known that the calculated F value is 68.709 and the Sig. value is 0. It is known that the calculated F value is $68.709 > F_{table 2.19}$ and the Sig. value is $0 < 0.05$; then brand identity (X1), brand essence (X2), brand character (X3), brand personality (X4), brand culture (X5), and brand image (X6) together or simultaneously have a significant effect on visiting interest (Y).

Test Coefficient of Determination (R)²**Table 10. Determination Coefficient Test Results**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.793	1.801

a. Predictors: (Constant), Brand Image (X6), Brand Culture (X5), Brand Essence (X2), Brand Identity (X1), Brand Personality (X4), Brand Character (X3)

b. Dependent Variable: Tourism Interest (Y)

Source: Research Processing Results

Based on Table 10, it is known that the coefficient of determination (R-Square) is 0.805. This value means that the destination brand (X) variable is able to influence 80.5% the remaining 100% - 80.5% = 19.5% is explained by other variables or factors.

Lestari, et al. (2016) explains that internal problems in the form of regeneration delays, and difficulties in capital and leather raw materials and external problems in the form of market competition and the dominance of entrants confirm that innovation in the form of youth and stakeholder support is needed to maintain the excellence of the industrial cluster in Cibaduyut Creative Tourism Village. Overall, this is done in order to strengthen the destination image to be able to compete with competitors and attract more tourist visits. Thus, strengthening the destination brand with a good strategy is able to maintain the quality of tourist attractions with a strong identity, which in turn is able to increase visiting interest from tourists.

Bestin & Sulaeman's (2020) explains that crafters' skills in the form of cultural heritage and tradition also develop and are influenced by social, cultural, and livelihood environmental factors. This confirms all dimensions in the destination brand variable which is oriented towards an image or identity that can provide a memory to tourists about the tourist experience in making a visit (Hasanah, Hidayati, & Basamalah, 2020). For this reason, the development of a strong destination image or destination brand must pay attention to the factors or dimensions of brand identity, brand essence, brand character, brand personality, brand culture, and brand image to be able to attract tourists' desire to visit or travel in Cibaduyut Creative Tourism Village.

Gunawan, et al. (2016) entitled "Network ties and entrepreneurial orientation: Innovative performance of SMEs in a developing country" explains that extra-cluster network relationship orientation has a positive effect on innovation. This confirms that intercluster relationships emphasize aspects of brand character that play a symbol differentiation as a strength of identity. As an innovation movement, extra-cluster relationships are an effort to complement each other's needs and reaffirm the strength of the image of each destination, so that it is carried out with the aim of building a destination brand framework that serves to attract more visitors.

Thus, from all the results of research on destination brands on visiting interest, there is a distinctiveness or novelty that has never been found by previous researchers. The findings of this research are the elements or dimensions of brand identity, brand essence, brand character, brand personality, brand culture, and brand image have a role to support the innovative development of a tourist destination.

Comparison to previous research above explains that the things listed in the dimensions of the destination brand do not only answer visual problems in the form of symbols or inanimate objects, but include a harmonious working relationship between related business actors, such as the management of Cibaduyut Creative Tourism Village, craftsmen, traders, and local communities, so as to form a unified whole that can provide memories to tourists about the travel experience when visiting Cibaduyut Creative Tourism Village. That way, the destination brand can be a factor that can increase the interest in visiting from tourists.

CONCLUSION

The results showed that the elements or dimensions of brand identity, brand essence, brand character, brand personality, brand culture, and brand image have a strong significance on the formation of character or identity that can provide a memory to tourists about the tourist experience in visiting Cibaduyut Creative Tourism Urban Village. This is supported by the results of descriptive analysis of the destination brand variable (X) which shows an average score of 4.11, which means that the answers of most respondents agree.

The results showed that interest in visiting Cibaduyut Creative Tourism Urban Village is most determined by brand essence or more interest in the atmosphere of an attractive and conducive tourism spot. This is supported by a partial hypothesis test or t test which shows the greatest value, namely with a significance level of 0. Other evidence that supports this can be seen from the results of descriptive analysis of the brand essence dimension (X2) which shows an average score of 3.86, which means that the answers of most respondents agree.

The dimensions of the destination brand (X) variable, namely brand identity, brand essence, brand character, brand personality, brand culture, and brand image, have a positive effect on tourist interest in visiting Cibaduyut Creative Tourism Urban Village. This is supported by the results of the coefficient of determination hypothesis test with an R-Square value of 0.805. This value means that the dimensions in the destination brand variable (X) are able to influence 80.5% of the visiting interest variable (Y). Other evidence that supports this can be seen from the simultaneous hypothesis test or f test with a calculated F value of 68.709 and a Sig. value of 0. It is known that the calculated F value is $68.709 > F \text{ table } 2.19$ and the Sig. value is $0 < 0.05$; then the dimensions of brand identity (X1), brand essence (X2), brand character (X3), brand personality (X4), brand culture (X5), and brand image (X6) together or simultaneously have a significant effect on visiting interest (Y).

This study can be a suggestion for policymaker, especially local authority in Cibaduyut urban village together with Bandung's city government to maintain brand destination as important part to developing creative tourism urban village. Revitalization of Shoe Monument or the new symbol of destination should prepare to enhanced or strengthen destination branding of Cibaduyut Creative Tourism Urban Village. This research limited to destination brand, tourist interest, and Cibaduyut Creative Tourism Urban Village as the variables and locus of study, so it might be lack of generalibility of results and findings to other destination. Future research could explore other

creative tourism urban villages and other variables, such as demographic aspect of respondent, such as age, sex, and religion in determining tourist interest in visiting destination.

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