

ABSTRAK

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ANALISIS PENGARUH *ENDURING CULTURE INVOLVEMENT*, *DESTINATION BRAND IDENTIFICATION*, *DESTINATION BRAND REPUTATION* TERHADAP *DESTINATION BRAND ATTACHMENT* DAN *DESTINATION BRAND CREDIBILITY* PELANGGAN TOKO KRISNA DI SURABAYA

(vi + 182 halaman)

Negara Indonesia saat ini masih terus berusaha menggerakkan perekonomiannya setelah terkena pandemic pada 2020 silam. Salah satu industry yang terkena adalah tentunya sektor pariwisata. Terlebih di kepulauan Bali yang dimana menjadi penyumbang terbesar perekonomian sektor pariwisata di Indonesia.

Tujuan dari penelitian ini adalah untuk menganalisis variabel-variabel yang mempengaruhi *Enduring Culture Involvement*, *Destination Brand Identification*, *Destination Brand Reputation*, *Destination Brand Attachment* dan *Destination Brand Credibility* terhadap pelanggan Toko Krisna Bali di Surabaya dan Sidoarjo.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah menggunakan teknik *snowball sampling* kepada 110 responden Surabaya dan Sidoarjo, berusia 18-60 tahun (Kotler dan Armstrong, 2010) pernah mengunjungi atau berbelanja di Toko Krisna Bali dalam 2 tahun terakhir.

Pada penelitian ini ditemukan hasil bahwa variabel yang berpengaruh signifikan terhadap *Destination Brand Credibility* yaitu *Destination Brand Attachment* untuk kedua objek, kemudian untuk Surabaya dan Sidoarjo *Destination Brand Identification* melalui *Destination Brand Attachment* dan untuk Sidoarjo ada *Destination Brand Reputation*

Kata Kunci : *Enduring Culture Involvement*, *Destination Brand Identification*, *Destination Brand Reputation*, *Destination Brand Attachment* dan *Destination Brand Credibility*

ABSTRACT

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ANALISIS PENGARUH *ENDURING CULTURE INVOLVEMENT, DESTINATION BRAND IDENTIFICATION, DESTINATION BRAND REPUTATION* TERHADAP *DESTINATION BRAND ATTACHMENT* DAN *DESTINATION BRAND CREDIBILITY* PELANGGAN TOKO KRISNA DI SURABAYA

The Indonesian state is currently still trying to move its economy after being hit by a pandemic in 2020. One of the industries affected is of course the tourism sector. Especially in the Bali archipelago, which is the largest contributor to the tourism sector economy in Indonesia.

The purpose of this study was to analyze the variables that affect Enduring Culture Involvement, Destination Brand Identification, Destination Brand Reputation, Destination Brand Attachment and Destination Brand Credibility to Krisna Bali Store customers in Surabaya and Sidoarjo.

This research is a causal research using quantitative methods and processed using snowball sampling technique to 110 respondents in Surabaya and Sidoarjo, aged 18-60 years (Kotler and Armstrong, 2010) who have visited or shopped at Krisna Bali Stores in the last 2 years.

In this study, it was found that the variables that had a significant effect on Destination Brand Credibility were Destination Brand Attachment for both objects, then for Surabaya and Sidoarjo Destination Brand Identification through Destination Brand Attachment and for Sidoarjo there was Destination Brand Reputation.

Kata Kunci : *Enduring Culture Involvement, Destination Brand Identification, Destination Brand Reputation, Destination Brand Attachment dan Destination Brand Credibility*