Research Paper

Brand Value and Tourists' Satisfaction in Lombok Indonesia as a Halal Tourism Destination

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ARTICLE INFO	ABSTRACT
	Since 2015, the Ministry of Tourism and Creative Economy of the Republic of Indonesia has appointed Lombok of West Nusa Tenggara as a halal tourism destination. Because of its natural beauty, which is comparable to that of Bali, the majority of the population is Muslim, and the island has a distinct religious culture and history, Lombok has a lot of promise in promoting halal tourism in Indonesia. This study intends to elucidate the relationship between destination brand awareness, brand image, brand quality, and destination brand value in increasing the destination brand satisfaction of tourists visiting Lombok. This study proposes a new model and clarifies the concept of a new indicator on the variable of destination brand value. Upon analysis of structural equation modeling (SEM) using convenience sampling employing WarpPLS software to 250 respondents, it was proven that the research model was accepted with a coefficient of determination (R^2) of 86.6%. The proposed model shows destination brand value to be a determinant of tourists' satisfaction. The model also proves that indicators of convenience, reasonable cost, fun, and getting benefits make a positive contribution to brand value destinations. This study offers practical implication that tourism managers should pay attention to and improve brand image, which currently has little impact on destination brand value, by building brand popularity and competitive advantages.

Introduction

In the recent years, the term halal tourism has strived to emerge among scholarly

publications. Halal tourism entails not just visiting religious sites, but also visiting public places that uphold *adab* as a Muslim region and provide facilities and conveniences for Muslim visitors. The term halal tourism has only become known since 2015, when a World Halal Tourism Summit (WHTS) event was held in Abu Dhabi, UAE. Previously, the tourism industry was only recognized as a Muslim tour. In this event, WHTS seeks to make it known that halal tourism has a sizable market share that has to be further promoted. The increasing population and Muslim tourists are great opportunities to develop halal tourism (Chandra, 2014).

Shakiry (2006) claims that the notion of halal tourism is broader than religious tourism and encompasses all areas of tourism that include Islamic religious values. Halal tourism, according to Halbase (2015) and Marlinda et al. (2022), is defined as offering tour destination packages specifically designed to serve and meet the demands of Muslim tourists. Jafari and Scott (2014) expound that halal tourism is the desire of Muslim tourists to adhere the criteria and adequacy of Islamic law. Carboni, Perelly, and Sistu (2014) delineate that halal tourism is based on Islamic principles and involves other Muslims who are interested in traveling following their religious practice. The basic components of halal tourism include halal food, halal transportation, halal hotels, halal logistics, Islamic finance, Islamic travel packages, and halal spas (Razalli, Abdullah, & Hassan, 2012).

According to Law No. 10 of 2009 concerning tourism, tourism is "many types of tour activities and supported by many facilities and services provided by the community, businessmen, Government, and Regional Government". The national tourism sector has played a major role in recent years, and its development and contribution through foreign exchange earnings, regional income, regional development, as well as employment, and company development, has been consistent. Foreign exchange earnings through the tourism sector reached USD 19.29 billion and contributed 4.50% to GDP in 2018. A new product in the tourism sector is halal tourism.

As the world's largest Muslim country, Indonesia should be able to grow halal tourism. Based on research conducted by Mastercard and Crescent Rating on the 2017 Global Muslim Travel Index, Indonesia is the third most popular destination for Muslim tourists around the globe. The government has implemented several programs to entice foreign tourists to visit Indonesia. The Indonesian government has appointed ten regions as halal tourist destinations consisting of Aceh, West Sumatra, Riau and Riau Islands, Jakarta, West Java, Central Java, Special Region of Yogyakarta, East Java, Lombok of West Nusa Tenggara, and South Sulawesi.

Lombok occupies the top position for halal tourism in Indonesia and the world. Lombok's great potential as a Halal Tourism Destination was approved in 2015 by the World Halal Tourism Awards held in Abu Dhabi (Rahmiati, Othman, & Sunanti, 2018). Not only Muslim countries, but also largely non-Muslim countries, such as Japan, Australia, Thailand, Singapore, Taiwan, and New Zealand, have developed halal tourism products (Battour 2015). Lombok is an island branded as one of the halal tourist destinations.

Branding is one of the marketing methods used to position an area in the region and global scope. Branding is the region's identity, which is important for promoting all of the area's activities, particularly its tourist and cultural potential. Anholt (2007) developed hexagon branding to assess the effectiveness of city branding by taking into account six factors: presence, potential, place, people, pulse, and prerequisite. Alserhan (2010) distinguishes three types of Islamic branding, which include Islamic brands by compliance (also known as halal brands), Islamic brands by origin, and Islamic brands by customers.

There are several brandings used by several regions in Indonesia such as 'Paris van Java' for Bandung, 'The Sunrise of Java' for Banyuwangi, 'The Island of the Gods' for Bali, and 'Island of a Thousand Mosques' for Lombok. The branding terms provide a place for a strong positioning in terms of marketing. An area differs from a country in that it is often difficult for a region to discover its identity and be acknowledged by the larger community. The community still finds it difficult to distinguish which one is a government-sponsored initiative designed to make the place renowned, or one that exists due to the area's particular demographic, geographical, or cultural traits. Branding tends to revolve around slogans that identify the unique character of an area. Everything the island does, including regulation and design, might conceivably be branded. For example, if a region has a reputation for halal tourism, regional regulations might be designed to support halal tourism such as the Regional Regulation of the Province of West Nusa Tenggara No. 2 of 2016 concerning Halal Tourism.

Local governments on the island of Lombok use branding as one of the methods for promoting tourism on the island of Lombok and its environs. Its execution is mostly accomplished through tourism marketing, which involves communicating the qualities of tourist destinations. The public design of Lombok Island is still being developed by West Nusa Tenggara to establish a fresh image and foster the competitiveness of Lombok Island in the long-term tourism. Meanwhile, to boost tourism competitiveness, the island of Lombok has implemented a policy centered on a mega-event that can make the island more appealing to visitors both nationally and internationally, both physically and economically (Vinh & Huy, 2016). The international race event MOTOGP in 2021, which has designated the Mandalika as a creative economy area, is one of the big events that has become a government initiative.

According to Luo et al. (2020), the notion of value has become increasingly essential and relevant to current marketing research and practices over the previous 30 years, and has frequently been mentioned as a "top research area." Marketers are now conducting more consumer value research. Consumer value, in general, is a notion that has useful implications for marketing management in order to acquire new customers and sustain a customer satisfaction base in all value orientations. However, research in the field of consumer and brand value tends to be somewhat different, disconnected, and dominated by economic and theoretical views.

Satisfaction and travel experience contribute to destination brand satisfaction. The

degree of destination satisfaction is reflected in tourists' intention to come back and recommend to others. Thus, information about tourist satisfaction is very important for marketers and managers of tourist destinations to maintain the attractiveness of the destination. More precisely, this study aims to identify competitive strategies, principles for stakeholders, cooperation that should increase tourist satisfaction which is ultimately useful for the economic growth of the island of Lombok and other areas around it.

Currently, hardly any study on destination brands indicate their tortuosity, especially in evaluating the quality of destination brands for tourists. This study, therefore, offers empirical evaluation to develop a destination brand equity model on Lombok Island. The importance of this topic stems from the fact that positive visitor experiences with tourism destinations' services, products, and other resources can lead to consumer satisfaction and positive word of mouth. Thus, this research was conducted to determine the relationship between destination brand awareness destinations, brand image, brand quality, and brand value destinations on halal tourism satisfaction destinations on the island of Lombok.

Hypotheses Development

A research model that explains the link between research variables can be established based on the previously outlined literature review and discussion. Figure 1 illustrates the relationship between the variables of destination brand awareness, brand image, brand quality, and destination brand value on destination brand satisfaction.
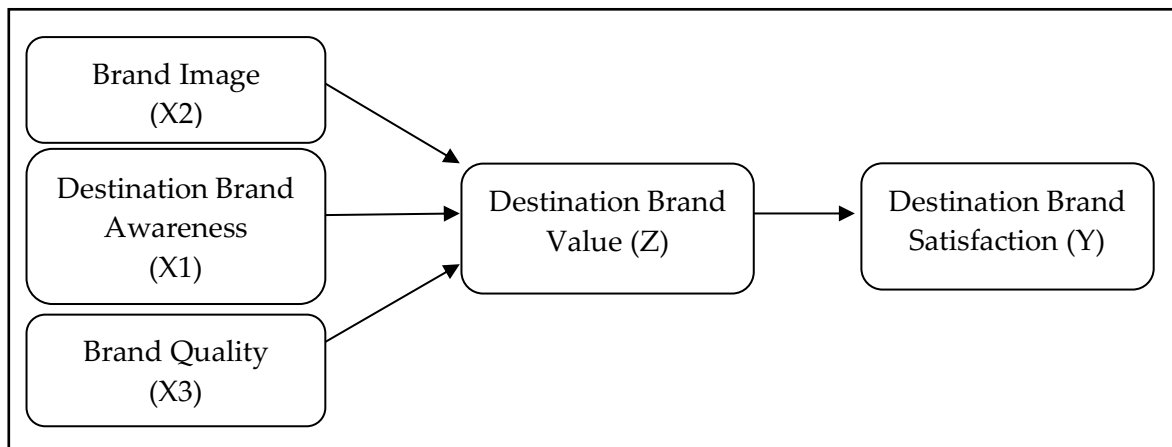

Figure 1. Research Model

Brand awareness refers to the ability of customers to remember and recognize brands under different conditions and to link certain brand names, logos, symbols, and so on in memory (Keller, 2008). Brand awareness represents the strength of the presence of a brand in the minds of target customers and attracts the attention of potential tourists (Radišić & Mihelić, 2006). Promotional materials are used to define, strengthen, or change the destination image. This marketing activity can create destination awareness, generate interest, stimulate desire, and ultimately generate action. The meaning of brand represents the strength of awareness of the goal for a given travel situation and is usually measured

without assistance or awareness or aided recall (Aaker, 1996; Keller, 2008; Li, Petrick, & Zhou, 2007). Brand awareness is closely related to power with the presence and footprint of a brand in the minds of customers resulting in their capacity to recognize and identify brands with various market conditions (O'Guinn, Allen, & Semenik, 2009). Konecnik & Gartner (2007) show that, in terms of destination awareness, the concept has been extensively researched under the topic of the tourism decision process and is deeply rooted, in part of the study of consumer behavior.

H1: *Destination brand awareness has a positive effect on destination brand value.*

Brand image is defined as the perception of a brand that is reflected in the brand association held in the consumer's memory (Keller, 2008). When employed strategically, a brand can stay in a customer's emotional and cognitive memory for a long time (Aaker, 1996). This is because a brand is a "cognitive shortcut" to a quality perspective by providing consumers with important information about a product or service (Abbasi, Ahmad, & Sayed, 2014; O'Neill, Mattila, & Xiao, 2004). Therefore, it is considered an asset for the organization and can be a source of competitive advantage, if it is used properly (O'Neill, Mattila, & Xiao, 2004). Literature on brand image concerning consumer self-concept is very limited. Not only in the sense of relating self-concept theory to brand image, but also in defining ideas, which have not remained stable over the decades (Dobni, & Zinkhan, 1990).

H2: *Brand image has a positive effect on destination brand value.*

Brand quality is an important brand characteristic and one that can be measured dimension of brand equity (Aaker, 1991; Keller, 2008). A perceived quality position is an advantage, which competitors cannot easily replace. Aaker (1991) defines perceived quality as a customer's perception of the overall quality or superiority of a product or service with respect to its intended intentions. In addition, Keller (2008) identifies perceived quality as the most important element for customers to value a brand because of its inherent nature in many approaches to brand equity. Aaker (1991) emphasized that perceived quality, association, and well-known names can provide reasons for customers to buy products or services and affect their level of user satisfaction and increase brand loyalty. Understanding the brand in terms of value, or equity is critical for establishing a company's competitive advantage and market position in comparison to competitors. A review of the literature on the subject suggests various approaches to defining brand equity. Usually, they consider two different points of reference as the theoretical basis for their consideration. The first relates to the financial aspects of brand equity, and the second, is to improve and increase the effectiveness and efficiency of marketing activities, particularly in the field of communication. A common feature of both approaches is the fact that brand equity is an added value, which is obtained through the use of a trademark (Liu, Li, & Zheng, 2021; Masur et al., 2021).

H3: *Brand quality has a positive effect on destination brand value.*

Brand value is an overall consumer assessment of the usefulness of a product based on perceptions about what is received and what is given (Zeithmal, 1988). From a marketing point of view, customer value is a key component of customer consumption and decision-making behavior (Sweeney & Wyber, 2002; Zeithaml, 1988). In this sense, all objectives and services can be measured by ranking higher in some areas and lower in others but still satisfying the customer's overall perceived value (Dodds et al., 1991). The multidimensional value perspective is often considered more appropriate in the context of services (Zeithmal, 1998; Sweeney & Wyber, 2002; Petrick, 2004). Experts have begun to examine the need for a multidimensional value perspective and examine its relationship to other post-consumption constructs, such as satisfaction and behavioral intention (Murphy et al., 2000; Petrick, 2004). Kwun and Oh (2004) and Botterill and Crompton (1996) stated that perceived value influences customer choice behavior at the pre-purchase stage and influences customers on recommendations and repurchases during the post-purchase stage. Some researchers have found the heterogeneous nature of the consumption experience. The term perceived reflects an existential view, in which value judgments depend on the experience of the consumer or customer (Heeler, Nguyen, & Buff, 2018).

Brand satisfaction means consumer satisfaction with a brand that they use. Kotler and Keller (2016) define satisfaction is defined as a person's sense of being happy or disappointed as a result of comparing the performance (outcome) of a product with its expectations. Kapferer (2008) argues that the main determining factor for customer satisfaction is the gap between customer experience and their expectations and brand positioning is what shapes customer expectations. Thus, destination brand satisfaction is the satisfaction of tourists at a tourist destination visited. Feelings of happiness or disappointment in someone as a result of comparing a tourist destination's performance with its expectations (Blain et al., 2005; Kim et al., 2009).

H4: *Destination brand value has a positive effect on destination brand satisfaction.*

Method

Research Design

This research is ex-post facto research or causal research. Causal research is a type of study that aims to establish a link between the causes and effects of several variables. This study uses an experimental method by controlling the independent variable, which will affect the dependent variable in the planned situation. In this study, the independent variables are brand image, brand quality, and destination brand awareness. These three independent variables affect the dependent variable of destination brand value, which impact destination brand satisfaction.

Sample Selection and Data Sources

The research population is tourists who visit tourism destinations in Lombok. The sample studied was 250 respondents (Hair et al., 2014). The 250 respondents were local and foreign

tourists who visited some of the most visited tourist destinations in Lombok. Convenience sampling involves selecting respondents who are easily accessible, measurable, and willing to collaborate.

Instrument and Data Analysis

Structural Equation Modeling (SEM) analysis technique is used through WarpPLS software. The SEM provisions are used with a sufficient number of samples (10 X the number of indicators). This study used a questionnaire instrument with a 5-level Likert scale. Rangkuti (2014) proposed three indicators for the variable of destination brand awareness, which are the first choice, compatibility, and characteristics. The brand image consists of four indicators (Kotler, 2015; Setiadi, 2013) including the level of relevance of brand image with the destination of perceived quality, according to personality, the similarity of destination images with personal images, and interesting culture. Brand quality comprises three indicators of ease of access, means of lodging, and performance as expected. Destination brand value comprises four indicators (Tjiptono, 2014) convenience, reasonable cost, fun, and getting benefits. Destination brand satisfaction uses four indicators (Kotler & Keller, 2009) satisfaction with a tourist destination, satisfaction with the facilities, satisfaction with the service, and satisfaction with security.

Results

This study includes 250 respondents consisting of a male (63.2%) and female (36.8%) respondents. They were aged 17-30 years (14.4%) and 41-60 years (50.4%). The majority of responders have completed Bachelor's degree (28.8%), high school (33.6%), Junior high school (20.8%), and primary school (9.6%). Respondent's occupations are entrepreneurs (31.6%), private employees (34.8%), government employees (24.4%), and students (9.2%.)

Table 1. Characteristics of Respondents (N = 250)

Characteristics		Frequency	Percentage (%)
Gender	Men	158	63.2
	Women	92	36.8
Age (years)	<16	21	08.4
	17-30	36	14.4
	31-40	67	26.8
	41-60	126	50.4
Education	Primary school	24	09.6
	Junior high	52	20.8
	High school	84	33.6
	Bachelor	72	28.8
Occupation	Student	23	09.2
	Government	61	24.4
	Private employees	87	34.8
	Entrepreneur	79	31.6

Validity and Reliability Tests

From the result of Pearson's product-moment, all items in the questionnaire have a significant correlation at a 5% error rate. Therefore, all items are valid (Table 2).

Table 2. The Validity and Reliability Test

Research variables	Indicator	Question Number	Pearson Correlation	Coefficient Alpha (α)
Destination Brand Awareness (Bba)	Dba1	01-02	0.788**	0.781
	Dba2	03-04	0.657**	
	Dba3	05-06	0.708**	
Brand Image (Bi)	Bi1	07-08	0.767**	0.764
	Bi2	09-10	0.832**	
	Bi3	11-12	0.747**	
	Bi4	13-14	0.729**	
Brand Quality (Bq)	Bq1	15-16	0.810**	0.883
	Bq2	17-18	0.692**	
	Bq3	19-20	0.712**	
Destination Brand Value (Dbv)	Dbv1	21-22	0.677**	0.774
	Dbv2	23-24	0.718**	
	Dbv3	25-26	0.746**	
	Dbv4	27-28	0.718**	
Destination Brand Satisfaction (Dbs)	Dbs1	29-30	0.803**	
	Dbs2	31-32	0.719**	0.668
	Dbs3	33-34	0.812**	
	Dbs4	35-36	0.699**	

Note: ** Correlation is significant at the 0.01 level (2-tailed).

The Cronbach alpha (α) in this research indicates that all research variables are reliable since the values were greater than the standard (0.6). Such that any measurement instrument question item can be used. The value of the corrected item-total correlation of all question items is greater than 0.3 (Table 2).

Measurement of Overall Model Fit

Measurement of the overall Model Fit is carried out to show the entire Outer and Inner model of the study. Measurement of the outer model (Table 3), informs that all the indicators of the research variables are significant and have a value greater than 0.5, thus each indicator can explain the constructive variables.

Table 3. Measurement Results of the Outer Model

Research variables	Relationship	Loading Factor (λ)	SE.	Probability
Destination Brand Awareness	Des_ba → Dba1	0.564	0.061	0.000
	Des_ba→ Dba2	0.881	0.066	0.000
	Des_ba→ Dba3	0.740	0.061	0.000

Brand Image	Des_bi → Bi1	0.811	0.061	0.000
	Des_bi→Bi2	0.857	0.061	0.000
	Des_bi→ Bi3	0.680	0.060	0.000
	Des_bi→ Bi4	0.653	0.060	0.000
Brand Quality	Des_bq→Bq1	0.660	0.059	0.000
	Des_bq→Bq2	0.838	0.062	0.000
	Des_bq→Bq3	0.516	0.061	0.000
Destination Brand Value	Des_bv→Dbv1	0.507	0.061	0.000
	Des_bv→ Dbv2	0.615	0.061	0.000
	Des_bv→ Dbv3	0.582	0.061	0.000
	Des_bv→ Dbv4	0.608	0.063	0.000
Destination Brand Satisfaction	Des_bs→Dbs1	0.518	0.063	0.000
	Des_bs→ Dbs2	0.566	0.060	0.000
	Des_bs→ Dbs3	0.540	0.050	0.000
	Des_bs→ Dbs4	0.681	0.061	0.000

Validity Test

Validity test in this study was carried out by using the convergent validity and discriminant validity test. Table 4 informs that the average variances extracted (AVE) value for the variable destination brand awareness, brand image, brand quality, destination brand value, and destination satisfaction show that all AVE values are greater than 0.5 and meet the AVE requirements. Hence, it can be concluded that all the convergent validity of the research variables are good.

Table 4. Average Variances Extracted (AVE) and Correlations among Latent Variables

Variable	AVE	Des_ba	Des_bi	Des_bq	Des_bv	Des_bs
Des_ba	0.626	0.653	0.230	0.354	0.529	0.513
Des_bi	0.654	0.230	0.809	0.637	0.413	0.462
Des_bq	0.639	0.354	0.637	0.799	0.628	0.658
Des_bv	0.734	0.429	0.413	0.628	0.731	0.329
Des_bs	0.774	0.213	0.462	0.558	0.429	0.757

Discriminant validity is indicated by AVE values (square roots of AVE), in which the value of AVE is in a diagonal position in the correlations among the latent variables output of WarpPLS software. The expected value is greater than the correlation value in the same block. Table 6 shows that the overall value on the diagonal block is greater than the value in the same block. This shows that all variables meet the expected criteria of discriminant validity.

Reliability Test

The reliability test used two criteria of composite reliability and Cronbach's alpha. A

variable is declared reliable if the composite reliability value is greater than 0.7 and the Cronbach alpha value is greater than 0.6.

Table 5. Reliability Test Results

Variable	Reliability	
	Composite Reliability	Cronbach's Alpha
Des_ba	0.720	0.792
Des_bi	0.883	0.823
Des_bq	0.840	0.708
Des_bv	0.819	0.704
Des_bs	0.840	0.740

Note: Des_ba: Destination Brand Awareness; Des_bi: Brand Image; Des_bq: Brand Quality; Des_bv: Destination Brand Value; Des_bs: Destination

Brand Satisfaction

Table 5 indicates that all research variables have a composite reliability value greater than 0.7 and Cronbach's alpha greater than 0.6. Thus, it can be concluded that the structural model used is good.

Evaluation of the Goodness of Fit Model

The APC value is 0.490, the ARS value is 0.778, and the AARS value is 0.776 with a significance <0.001, which means the model is fit (see Figure 2). Hence, the model is good enough to explain the phenomenon under study. For average block variance inflation factor (AVIF) and Average full collinearity VIF (AFVIF) are used to test the collinearity problem in the WarpPLS model.
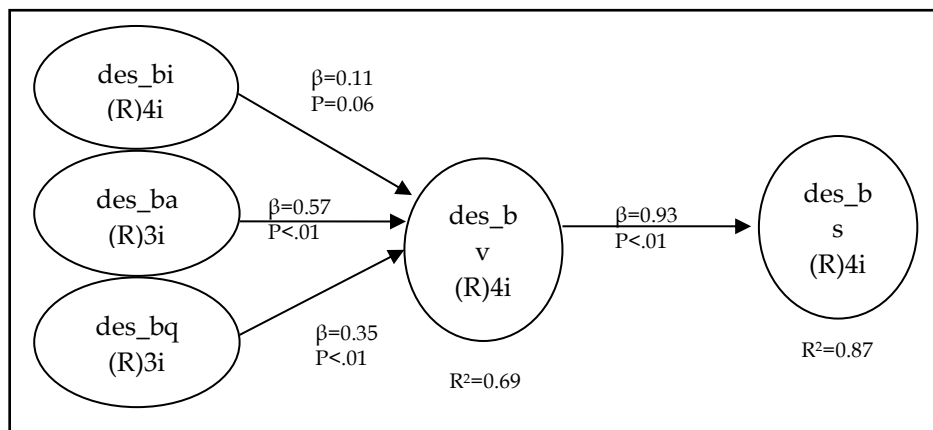

Figure 2. Coefficient of Research Model Path

Ideally, the recommended value for both measures should be ≤ 5.0. The results of the measurement of the AVIF value in the model are 1.534 and the AFVIF value is 4.540. These values are less than 5.0, which means that there is no collinearity problem in the research model. This result confirms that the model is acceptable.

Hypothesis Testing

Hypothesis testing is carried out based on the estimated value of the significance of the research model parameters shown in Table 6.

Table 6. Hypothesis Testing

H	Relationship	Standardized Coefficient	SE	P	Decision
H1	Des_ba→Des_bv	0.574	0.063	0.000	accepted
H2	Des_bi→Des_bv	0.108	0.069	0.061	rejected
H3	Des_bq→Des_bv	0.348	0.066	0.000	accepted
H4	Des_bv→Des_bs	0.930	0.059	0.000	accepted

There is an effect of destination brand awareness on a destination brand value of 0.574, with an SE value of 0.063, and a p-value of 0.000. Thus, hypothesis 1 is accepted. There is an effect of brand image on the destination brand value of 0.108, with a SE value of 0.069 and a p-value of 0.061. This shows that hypothesis 2 is rejected. There is an effect of brand quality on the destination brand value of 0.348, with an SE value of 0.066 and a p-value of 0.000. There is an effect of destination brand value on destination satisfaction of 0.930, with an SE value of 0.059 and a p-value of 0.000. Hence, hypotheses 3 and 4 are accepted. The results showed that the coefficient of determination (R^2) is 86.6% (Figure 2).

Discussion

The results of this study indicate that destination brand awareness affects and shapes the destination brand value. In other words, destination brand awareness has a positive effect on destination brand value. If there is brand awareness among community members, they will be able to trigger and increase the brand value of the tourist objects that have been visited. The dominant indicator that forms the destination brand awareness is the indicators of the characteristics, compatibility, and finally the first choice. The dominance of the indicator of compatibility of characteristics informs that the government of Lombok, particularly the tourism department, must put the challenge of matching characteristics with destination brand awareness at the top of its priority list so that Lombok becomes the first choice of a tourist destination. Tourists will also believe that tourism in Lombok is a destination with tourist-friendly qualities and become the first choice as a tourist destination. This can be done by providing continuous information and promotion through advertising. It is also critical to provide excellent service to tourists visiting tourist destinations so that they feel safe and secure while taking in the sights and sounds of Lombok's tourism.

Previous research has established that brand image has a favorable effect on the value of destination brands, but this study discovered something different. The results showed that brand image had no effect on destination brand value. This shows that when tourists decide to travel, the brand image of the destination is not the main factor considered by

tourists. In some cases, travelers who elect to take a trip will prefer the more significant factor, namely the brand's quality, rather than the destination's brand image. The dominant indicators that make up the destination brand image variables are the level of relevance of brand image with the destination of perceived quality, according to personality, the similarity of destination images with personal images, interesting culture. This means that the brand image of Lombok has not become the brand of choice for tourists when they decide to travel. As a result, management must continue to work hard to promote Lombok's brand image as a destination through increasing brand popularity. One of the cornerstones to creating and improving the brand image in the eyes of consumers is brand popularity. This can be accomplished by performing a series of tasks in a regular and consistent manner. For instance, doing activities that attract a large number of people, as well as supporting events such as musical attractions and others.

Another finding of this study depicts that brand quality affects the value of the destination brand value. The findings of this proof indicate that when people wish to travel, one of the factors they examine is the quality of tourism brands in Lombok. As a result, the management of Lombok Island tourism must make it a privately owned tourist destination, so that it is better and consistently improves all tourist facilities, increasing the value of existing tourist objects. This will have an impact on increasing tourist visits to these destinations. From factor analysis, it is known that the biggest factor forming brand quality is the indicator of means of lodging, meaning that if tourists want to visit tourist destination, lodging facilities are the first and main consideration for tourists. This proves that tourists are very sensitive to lodging facilities available at tourist sites. Thus, tourism managers in Lombok should pay more attention to lodging places in tourist sites. If travelers believe that an existing tourist destination is truly useful, they will be satisfied, increasing revisit intention.

Moreover, the relationship between destination brand value and destination brand satisfaction has been widely studied in the literature. However, the indicators of convenience, reasonable cost, fun, and getting benefits have not been widely discussed. This study discovered new things and proved that these four indicators made a positive contribution to the destination brand value variable. The empirical results show that destination brand value can increase destination brand satisfaction. This is one of the new findings in this study. Destination brand satisfaction is the satisfaction of tourists on a visited tourist destination. When the perceived performance of a tourist destination is compared to what is expected, it causes a person to feel satisfied or disappointed. The importance of destination brand value on destination brand satisfaction explains why tourists in Lombok have responded positively to destination brand value in tourist objects, such that when tourists decide which tourist destinations to visit, destination brand value is one of the factors they consider. As a result, it is appropriate for Lombok tourism management to innovate and design new tourist artifacts so that visitors experience something fresh with each visit.

Conclusion

This research offers and produces the concept of destination brand value as a good intervening variable. This research also describes the role of destination brand value as an intervening variable in the relationship between destination brand awareness, brand quality, and destination brand satisfaction. That destination brand value also provides additional reinforcement for the achievement of tourist satisfaction. This means that when tourists decide to visit tourist objects, tourists will also consider the destination brand value, which is manifested in four indicators of convenience, reasonable cost, fun, and getting benefits. Destination brand satisfaction is the satisfaction of tourists on the tourist destination visited. Destination brand satisfaction is the feeling of being happy or disappointed by someone, which is the result of comparing the perceived performance of a tourist destination with its expectations.

The theoretical implication of this study is that the value of the destination brand is the most important determinant of tourist satisfaction when visiting a tourist destination. Destination brand image has no effect on the value of the destination brand of a tourist destination. This finding also provides practical implications, implying that tourism managers should pay attention to and improve brand image, which has not had a significant impact on destination brand value to date. This can be accomplished through increasing brand popularity and gaining a competitive advantage that can be utilized as a reason for travelers to visit Lombok. For the development of future research, this study contributes to the insignificant challenge of the influence of brand image on destination brand value.

Authors' Declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

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