

Place Branding and Place Image of Place Reputation at Ngurah Rai Airport

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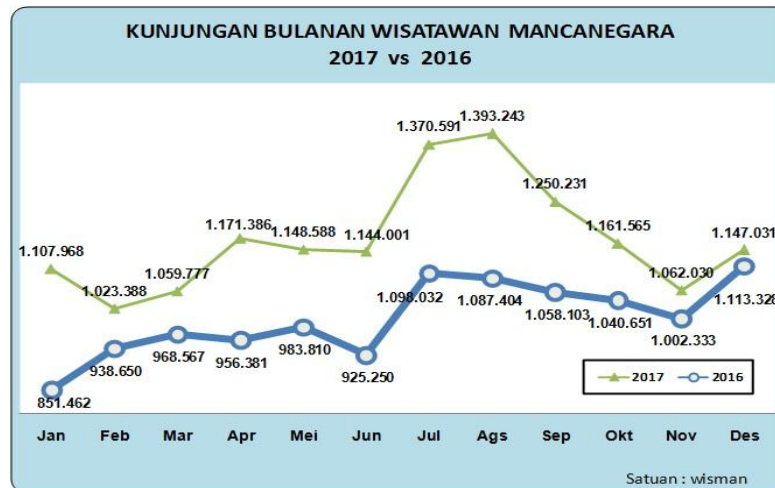
Abstract

In addition to shorten the time of using transportation services, people generally choose to use air transportation especially from one country to another country. The International Airport is the first gate for airport users, especially foreign tourists to step up somewhere in a country. The objectives of the tourists are various which are coming to work, tour, doing business, or others. As an International Airport in Bali, Ngurah Rai Airport is required to give a distinctive impression to airport users, so that the airport should give a good impression for airport users. Most of the previous research focused on a country namely Persia. The aim of this research is to show the influence of place branding that influences the formation of place image and then produces an output place reputation at Ngurah Rai Airport, Bali. This study took a sample of 104 respondents who had visited the Ngurah Rai Airport and the analysis in this study used Statistical Product and Service Solutions (SPSS). The result shows that there was an influence that place branding and place image towards place reputation at Ngurah Rai Airport, Bali.

Keyword: Place branding, place image, place reputation, airport, tourism experience

INTRODUCTION

Indonesia is full of wonderful resources and diversity cultural, combined with a friendly community so that it can afford to give the impression of depth for each who visit it. No wonder if the development of tourism in Indonesia has experienced a significant improvement.



Source: Data of Monthly Visit of Foreign Tourists in 2017 (kemenpar.go.id)

Tourism is highly related to the trip. There are several factors that affecting choices of travel modes including distance, available time and costs. In general, to make the time more efficient in long distances, the chosen mode of travel is the air transportation mode, so it can be said that tourism affects the rapid growth of air transport. The passengers carried in the year 2015 has exceeded 3.6 billion, and the cargo transported surpassed 51 million freight-tons by the world airlines (ICAO, 2016).

Ngurah Rai airport as an international airport should give the distinctive impression for tourists. One of the airport's strategies is to produce the output of the tourism experience is impressive form place branding. Steps to create the place branding at the Ngurah Rai airport by building a modern airport but did not leave the Balinese ornament. Famous hospitality of the Balinese hospitality requires employees to always be professional in attitude, the use of technology that is increasingly complex and complicated. To create place branding is not required, but overall quite detailed concepts are typical at the airport. With the detailed

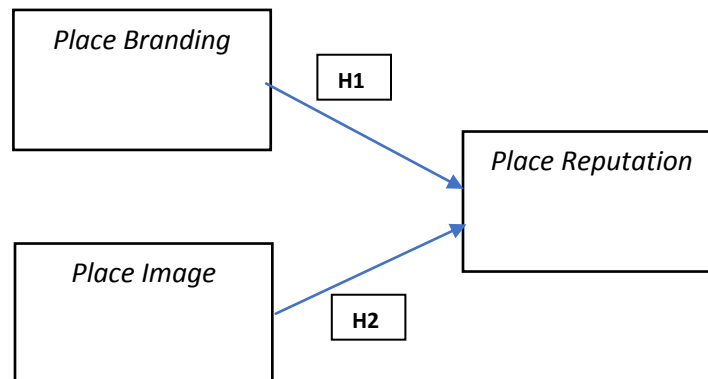
concepts designed by airport operators as one of the promotion strategy of the airport operator. These steps are carried out to strengthen the place of branding at the Ngurah Rai airport. The main goals and benefits of place branding are:

- ✓ To get the attention of and draw tourists, investors, companies and talented and skilled people (Mišič & Podnar, 2017)
- ✓ To draw business investments into the place (Merrilees, Miller, & Herington, 2012)
- ✓ To increase the power and competitive advantage to attract more tourists (Uzunoglu, 2016)
- ✓ To generate employment opportunities (Güler, 2017)

Various objects at the Ngurah Rai airport can be used as information, then consciously or not the information is absorbed. So that airport service users have different perceptions and experiences as each airport users have appraisal or a different understanding about the place branding at the airport, it is named after the Place image. Image of places may change or be changed by the behaviours of the perception of the residents, tourists and the acts of businesses (Bıçakçı & Genel, 2017). This understanding can be channelled through a variety of ways, one of them is through social media. Social media has become one of the main tools through which travel information distributed (Xiang & Gretzel, 2010). Social media is very influential in the spread of information widely and has a high rate of speed in its spread. Place image plays an important role in determining visitors' decision-making process by triggering their choices and preferences (Fakeye & Crompton, 1991).

If the information disseminated in a bad direction, then it's possible to Ngurah Rai reputation has decreased such as news of flight delays due to natural disasters, and vice versa. Reputation refers to how a city is known and to specific knowledge about a place (Clouse & Dixit, 2017). The reputation of the Ngurah Rai can be positive or even negative. This reputation form depends on various images collected from the airport service users. The experience felt by the users of Ngurah

Rai Airport services is generally different from each other. These reputations are the composite of ideas and impressions about the place held by various external audiences (Cleave & Arku, 2014). This can be a determinant Place reputation at airports. Does the reputation formed at the airport produce a satisfying tourism experience or not? If so, the reputation at the airport is good, and vice versa



H1: There is a relationship between place branding and place reputation

H2: There is a relationship between place image and place reputation

METHOD

This research examines the variable place branding, place image to place reputation at the Ngurah Rai airport, Bali. The sample of this research was the 100 passengers with 5% error level (Sugiyono, 2017). This research used a unified primary data through questionnaires. Data collection was carried out by distributing a questionnaire about the passenger's perception regarding the place of place branding and image (the independent variable) as well as place reputation (the dependent variable). The questionnaire was a data collection technique that was done by giving a set of questions or written statement to the respondent to be answered (Sugiyono, 2017). The distribution of questionnaires was distributed to respondents by way of the online form to reach wider respondents. And the responses of the respondents for the statement could be speculations using the 5 point level assessment, namely: 5. Very much agree; 4. Agree; 3. Neutral; 2. Do

not agree; 1. Strongly disagree (Sugiyono, 2012). The data obtained need to test the validity, and questionnaire reliability regression. Then the data obtained was analyzed and interpreted using SPSS (Statistical Package for the Social Sciences).

Discussion and Results

Sampling was done on August 29, 2018 through the online form. Details of the characteristics of passengers based on aspects of demographics (gender, age, education, employment) are presented in the following table:

Table 1.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	46	44,2	44,2	44,2
	Female	58	55,8	55,8	100,0
	Total	104	100,0	100,0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 24 year	55	52,9	52,9	52,9
	25 - 34 year	19	18,3	18,3	71,2
	35 - 49 year	28	26,9	26,9	98,1
	50 - 64 year	2	1,9	1,9	100,0
	Total	104	100,0	100,0	

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	49	47,1	47,1	47,1
	S2	1	1,0	1,0	48,1

S3	3	2,9	2,9	51,0
SMA	51	49,0	49,0	100,0
Total	104	100,0	100,0	

Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil Servant	5	4,8	4,8	4,8
	Employee	23	22,1	22,1	26,9
	Student	49	47,1	47,1	74,0
	Entrepreneur	27	26,0	26,0	100,0
	Total	104	100,0	100,0	

Based on table 1, it can be known that most passengers are female with the total of 58 people, has the age of 17-24 with the total of 55 people, high school graduated with the total of 51 people, and the occupation is a student with the total of 49 people.

Table 2.

KMO and Bartlett's Test of Place Branding

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,822
Bartlett's Test of Sphericity	Approx. Chi-Square	333,688
	df	28
	Sig.	,000

KMO and Bartlett's Test of Place Image

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,849
Bartlett's Test of Sphericity	Approx. Chi-Square	267,710
	df	15
	Sig.	,000

KMO and Bartlett's Test of Place Reputation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,775
Bartlett's Test of Sphericity	Approx. Chi-Square	113,327
	df	6
	Sig.	,000

From the analysis results, place branding, image, and reputation acquire in a row value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy in KMO airport and Bartlett's Test is 0,822, 0,849 and 0,775. This indicates that this instrument is valid because the third value of KMO has exceeded 0,5. Besides that, judging from the value of the Bartlett's Test of 333,688, 267,710 and 113,327 with a value of 0.00 significantly so that it can be concluded that the third instrument has complied with the terms of validity

From the results above, it can be said that the variables and samples used allows to do further analysis. Next, to view the correlation between the independent variable and the dependent can be played anti-viral table Image Matrices. MSA > 0.5, variables can still be predictable and can be analyzed further (Santoso, 2006).

Table 3.

No	Indicator	Factor Loading	Description
Place Branding			
1	Place Branding 1	0,864	valid
2	Place Branding 2	0,856	valid
3	Place Branding 3	0,824	valid
4	Place Branding 4	0,859	valid
5	Place Branding 5	0,861	valid
6	Place Branding 6	0,740	valid
7	Place Branding 7	0,761	valid
8	Place Branding 8	0,857	valid
Place Image			
1	Place Image 1	0,900	valid
2	Place Image 2	0,882	valid
3	Place Image 3	0,869	valid
4	Place Image 4	0,804	valid

5	Place Image 5	0,809	valid
6	Place Image 6	0,871	valid
Place Reputation			
1	Place Reputation 1	0,753	valid
2	Place Reputation 2	0,764	valid
3	Place Reputation 3	0,796	valid
4	Place Reputation 4	0,795	valid

On the loading factors chart stating such things $0.5 >$ indicates that the data is based on the results of the above MSA, so it can be concluded that all the independent variables (Place Branding and Image) and dependent (Place Reputation) may be analyzed further because each value is $0.5 >$ and could be declared valid.

Table 4.

No	Variable	Question item	<i>Cronbach's Coefficient Alpha</i>	Decision
1	Place Branding	8	0,858	Reliable
2	Place Image	6	0,847	Reliable
3	Place Reputation	4	0,784	Reliable

Reliability testing shows number's cronbach alpha. Cronbach's Alpha is a measure of the reliability that has a value ranging from zero to one (Hair, 2010). Reliability test shows numbers > 0.7 IE reliability sufficient (sufficient reliability) and $0.8 >$ i.e. A reliable reliability (Hair, 2010) so it can be concluded that the three variables used in the research are reliable.

Table 5.

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,421	2	4,710	36,379	,000 ^b
	Residual	13,077	101	,129		
	Total	22,498	103			

a. Dependent Variable: Place_Reputation

b. Predictors: (Constant), Place_Image, Place_Branding

From Anova test or F test, there is value F calculate 36,379 with a significance of 0,000. Because the probability of 0,000 far > 0,005 then a regression model can be used to find out the place branding and place image owned by Ngurah Rai Airport towards the airport's place reputation.

Table 6.

Hypothesis	Coefficient Regression (β)	P - Value	Conclusion	Decision
There is a relationship between place branding and place reputation	0,452	0,028	H ₀ rejected	H ₁ accepted
There is a relationship between place image and place reputation	0,518	0,00	H ₀ rejected	H ₂ accepted

- Based on the test results H1, a coefficient value is 0,452 obtained with a Sig value amounting to 0,028 ($< 0,05$). The H1 Hypothesis is accepted, then it can be concluded that: There is a relationship between place branding and place reputation
- Based on the test results H2, a coefficient value is 0.518 obtained with a Sig value amounting to 0,00 ($< 0,05$). The H2 Hypothesis is accepted, then it can be concluded that: There is a relationship between place image and place reputation

CONCLUSION

Place branding and place the image as the dependent variables have a significant influences towards the place of the independent variable as the reputation at the Ngurah Rai airport. The results of the analysis that the three variables have valid fully qualified so as to allow for further analyse since it shows numbers > 0.5 . Reliability test on a dependent variable produces $0.8 >$ figures which means that the variables are declared reliable whereas variable independent figures show > 0.7 which means the variable is quite reliable and regression test on the table Anova shows positive and significant results of the third variable which means place branding, image, and reputation may be continued for further research.

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