

The Influence of Destination Branding and Tourism Security on Revisit Intention During Covid-19 in the Uluwatu Temple, Bali, Indonesia

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Received: December 1, 2021

Accepted: January 10, 2022

Online Published: January 21, 2022

doi:10.5539/ijbm.v17n3p13

URL: <https://doi.org/10.5539/ijbm.v17n3p13>

Abstract

The condition of the COVID-19 pandemic has caused all destinations to experience a decline in visitors, so the government has created programs such as destination branding so that destination managers and tourism business actors can take many ways to survive. Three things will be a strategy to increase tourist visits after the Covid-19 pandemic at Uluwatu Temple as a main consideration for tourists who want to travel to tourist attractions. The three are health, hygiene and safety. Therefore, this study was conducted to determine the effect of destination branding and tourism safety on revisit intention. The hypothesis tested with a purposive random sampling technique with the total number of 250 respondents. The finding indicates visitor really pay attention to the influence of sustainability in the way they examine revisit intention. This study has six hypotheses and the results of all hypotheses support the intention to revisit and recommend.

Keywords: Destination branding, Tourism Security, Revisit Intention, Uluwatu Temple

1. Introduction

Indonesia is an archipelago with a large population and has many tourism industries sectors in various fields. The industrial tourism sector is being one of the largest sources of state revenue because Indonesia is a country that has a tourism sector such as marine parks, beaches, diving spots, hotels and restaurants, transportation, the craft industry, and others. In Indonesia, tourism is one of the leading industries that have a fairly fast economic growth (Wiwin, 2018). Based on a report from the United Nations World Tourism Organization (UNWTO), Indonesia's state revenue from the tourism sector reached US \$ 14.2 billion in 2017. Bali is one of the popular destinations in Indonesia because Bali has many marine tourism destinations, nature destination, crafts, and many more. Bali is a very popular tourism destination for foreign and local tourists because Bali offer various destination and event to explore, exhibiting the island natural beauty, the unique and friendly tradition and culture of Bali itself, and modern tourism event held to accommodate the need of international tourist and also encasing the beauty of the harmony of traditional and modern culture. Hirschman (2020) indicates the increase in international tourist arrival in Bali from 2011 to the first half of 2020 as shown below (Figure 1).

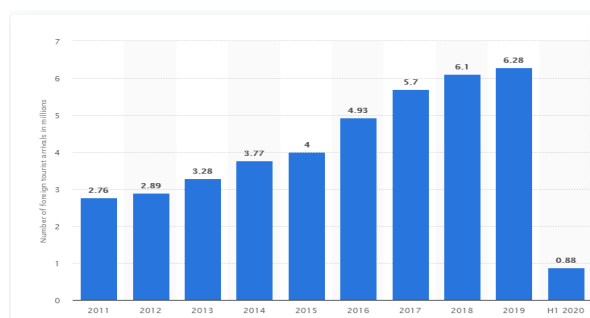


Figure 1. International tourist in Bali from 2011-2020

The increase, specifically for Bali tourism is positive and the graph shows that the amount is doubled from year 2011 to 2019, a positive sign of a growing tourism industry, although the global pandemic in early 2020 has cut down international tourist arrival in Bali. Not only international tourist has decreased, but local tourist also. Indonesian government especially the Ministry of Tourism and Creative Economy and Bali's Provincial Government is preparing various strategies to boost the arrival tourist and the economy of Bali's tourism Industry during pandemic. Government of Bali begin opening for international and local tourist. The Official of Bureau of Local Tourism of Bali has broadcast the CHSE procedure in massive virtually and join hand with influential YouTube to promote Bali. In addition to the strategic steps used to attract tourists back, there are very different steps used during Covid-19, namely creating a new branding, namely "Thoughtful Indonesia" as shown below (Figure 2).



Figure 2. New logo branding

This logo itself has the meaning of a contextual logo that resembles the Wonderful Indonesia logo. In connection with the message to be conveyed in the logo is the situation for the emergency response to COVID-19 to the public, both at home and abroad. The Thoughtful Indonesia logo brings its own spirit or spirit in the midst of the Corona virus pandemic. It is hoped that this positive spirit will spread so that the community will rise together and become main foundation for presenting 'thoughtful' To help both the tourism provider and worker in the tourism sector and creative economy face the impact of COVID-19.

This study aims to know the influence of strategy revitalization on the tourism industry at Bali especially on Uluwatu temple. More specifically, there are several things to look at, namely the impact of the tourism sector on output. The research will be conducted to discover the answer to these following questions: (1) Does destination branding influence of the revisit intention during Covid-19 in Uluwatu temple? (2) Does safety guarantee influence of the revisit intention during Covid-19 in Uluwatu temple? (3) Which one has the most influence between destination branding or safety guarantee on revisit intention during Covid-19 in Uluwatu temple? Based on the problem statements, the objectives of this study are as follows: (1) To know about influence of destination branding on the revisit intention during Covid-19 in Uluwatu temple. (2) To know about influence of safety guarantee influence of the revisit intention during Covid-19 in Uluwatu temple. (3) To carry out of influence between destinations branding or safety guarantee on revisit intention during Covid-19 in Uluwatu temple.

2. Literature Review

2.1 Destination Branding

Tourism is one of the largest and fastest-growing sectors in the world. Every country has a unique destination which is different from other countries. To distinguish tourism or tourism destinations that are owned, usually, each country has a different and certainly interesting destination branding. Destination brand is an identity or something that makes a destination can be identified differently from other destinations, and so that target customers can easily remember it. The brand can be identified through components that are commonly referred to as brand elements (Kotler et al., 2002). A brand is a characteristic that is owned by a company or a business. Destination brands are the media and messages themselves within the context and process of communication in general and in particular in the context of tourism marketing (Kotler et al., 2002). In addition to studying the brand as a medium and as a message itself, it also examines how the social brand for the destination brand is constructed, how the brand relates to destination products, brands with accessibility, and tourism institutions. According to Buhalis (2000), destination branding is related to certain geographic areas that are understood by tourists as a unique entity, with a political and legislative framework for marketing and tourism planning. Destination branding made so that people are interested to visit the destination. So, it should have uniqueness and should differ from others, if the destination different from others it's more interesting for costumer like as said by Kotler et al. (2002), the application of destination branding needs to be done with the aim of increasing the brand image of tourism areas, attracting tourists and investors. Morgan and Pritchard (2004) have five stages for doing destination branding in changing the image of an area, namely as follows: (1) Market investigation, analysis and strategic

recommendations. (2) Brand identity development. (3) Brand launch and introduction. (4) Implementation brand. (5) Monitoring, evaluation and review.

The brand is an identity that describes the uniqueness of what they have. Quoted from Ritchie and Ritchie (1998) as: "A name, symbol, logo, wordmark or other graphic that both identifies and differentiates the place, furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the place, it also serves to consolidate and reinforce pleasurable memories of the place experience". Quoted from Qu et al. (2011) brand destination is formed from two elements, there are from brand identity and brand image. Qu et al. (2011) argue that the destination brand identity is equal to brand image. That means the formation of a positive, unique, and interesting image on an object. Based on Qu et al. (2011) brand identity and brand image is successful component of destination branding. Brand identity describes the image and attention to an object. Destination branding is formed from the elements of brand identity and brand image. The following are the dimensions put forward by Qu et al. (2011):

- (1) Cognitive image: is an image obtained by consumers from the results of rational assessments based on the beliefs and information that a person has about a destination.
- (2) Affective image: is an emotional assessment created by tourists based on how they feel about a destination.
- (3) Unique image: it consists of the natural environment, the attractiveness of a destination and the local attractions that exist in that destination.

2.2 *Tourism Safety*

Comfort and safety are very important conditions in the tourism industry (Kovari and Zimanyi, 2014). Safety guarantee is the most important part that everyone needs, especially when they are on a tour. With the guarantee of safety, tourists will feel more flexible in traveling without feeling worried. The perception of personal safety is one of the most important prerequisites for an aspiring destination (Novelli et al., 2012). The most common factor predicting why tourists repeat experiences is having good experiences with low risk (Petrick et al., 2001). Safety guarantee has become a more prominent interest in the recent pandemic situation. The destination promoter must provide an adequate tourist protection that follows the COVID-19 safety regulations or the authority will shut them down. The tourist will also consider a safer and more comfortable destinations rather than a neglected one, especially those with family. Assurance is ability companies in instilling a sense of trust and confidence in customers. According to Parasuraman (1985) in Tjiptono (2005), the dimensions that form a sense of security are as follows:

- (1) Competence mastery of the skills and knowledge required in order to provide the services required by customers.
- (2) Credibility includes things related to honesty and can be trusted.
- (3) Security ability to guarantee that the services offered are free from danger, risk or doubt.
- (4) Courtesy includes courtesy, respect, front line attention and friendliness.

2.3 *Revisit intention*

According to Nuraeni (2014), interest which means attention, namely the tendency to behave that is directed towards the activity of a particular object of activity or experience. If customer feel satisfied, they will make repeat visits at a future time and notify others of the services they feel (Fornell, 1992). Revisit intention is important for a business in general because it assures a stable base of customer and income, it might also indicate and yield good review thus attracting new customer.

Revisit intention which is measured periodically can predict future of tourism behavior. Attracting tourists to revisit and recommending destinations to other tourists is important for the successful development of tourist destinations. According to Zeithaml et al. (1996) in revisit intention is defined as tourists who revisit a destination and have the intention to want to revisit or repeat activities at the same tourist facility or destination. Dimensions of revisit intention proposed by Zeithaml et al. (1996):

- (1) Intention to revisit: As stated by Bigne et al. (2001) argue that revisit intention has two dimensions, one of which is intention to revisit which means tourists who have the intention to revisit a destination. Visitors make revisit intentions because they feel satisfied or have an interesting experience so they want to revisit the destination.
- (2) Intention to recommend: Recommending in this dimension can be interpreted as recommending this destination to others and convincing others that this is a good destination, so it is very suitable as vacation choices.

2.4 *Uluwatu Temple*

Uluwatu Temple is a religion-cultural tourism destination in Bali. It is known for its beautiful spectacle of natural beauty and mesmerizing Balinese traditional culture. Uluwatu temple is located top of a cliff facing the Indian Ocean. The name of Uluwatu is also derived from its location, Ulu means edge, while Watu means rock, and thus Uluwatu means the rock or cliff edge. The Pura is also known for its beautiful sunset.

The Uluwatu temple is inhabited by its notorious kleptomaniac grey macaque. Their kleptomaniac tendencies, according to a study is learned from its interaction with the visitors. The macaques will often take small object from the visitors, ranging from phone, flip flops, glasses, and even camera. The visitors then will try to persuade the macaques with fruits to leave the stolen goods. These activities however only induce the monkey to steal more in exchange of fruits. Although it seems that this is a bad behavior, this is also one of many charms of Uluwatu temple.

Uluwatu temple, or Pura Luhur Uluwatu, is believed by the Balinese people to be the place where the Trimurti becomes one. Every six months the temple held big anniversary celebrations. The most famous attraction in Pura Uluwatu is the Kecak Dance, a traditional Balinese performance art. This dance is held after the sunset, the dance is reenacting the story of Ramayana, a famous Indian love epic.

2.5 Covid-19

In the early of 2020 after the world was caught off guard by a major viral infection originating in East Asia. On December 31st 2019 the first case of pneumonia like disease was reported in Wuhan, Hubei Province, China. The disease is caused by an unknown novel coronavirus, and for the time being it was known as “Novel Coronavirus”. On January 1st 2020 WHO set an IMST to deal with the viral outbreak. On January 5th WHO finally made a global announcement of the virus outbreak and the related information. After WHO global announcement, some countries in close proximity of China, including Taiwan make the necessary preparation and disease prevention plan. In February 7th, Taiwan enforces a Travel restriction to China and those who have visited China especially in the highly infected area in the past 14 days. This bold move from Taiwan to enforce a travel ban to China, many countries is hesitant to do so. On February 11th WHO finally came up with the official name of the disease, COVID-19, an abbreviation for Corona Virus Disease 2019, the name is aimed to provide a common name to address the virus without referring to geographical location, animal, individual or group of people. This is necessary to avoid stigma and prejudice.

The number of case is keep increasing in all of China, especially in Hubei Province. On February 14th Egypt became the first African country with positive COVID-19 and France reported its first death related to the virus, the first death related COVID-19 in Europe. And then on February 16th Taiwan reported its first confirmed death related to the virus. The virus is spreading rapidly because during its initial viral outbreak in January and February, Chinese people all around the world is celebrating the Chinese Lunar New Year, where they will return home to spend their time with their family and then return to wherever they come from. This has effectively become one of the main reasons for the rapid and wide spread of the virus aside its inherent high contagion rate.

The virus, according to WHO, has similar symptoms as SARS and MERS but of course with its own distinct symptoms. COVID-19, SARS, and MERS virus is coming from the same family of coronavirus with their own mutation strain. COVID-19 symptoms are including fever, dry cough, and fatigue. Other symptoms including loss of taste or smell, nasal congestion, conjunctivitis, sore throat, headache, muscle or joint pain, skin rash, nausea, diarrhea, and chills or dizziness. The most notorious characteristic of COVID-19 infection is its 14-days incubation period, which means that the virus will not show any major symptoms within 14-days while still being highly infectious, this make the virus infection hard to detect. And finally on March 11th WHO declared COVID-19 as global pandemic.

For Indonesia itself, in February 2nd Indonesian government evacuated 243 Indonesian nationals from Wuhan, China. These people are then placed under quarantine in Natuna Islands. And on February 24th nine Indonesians onboarding the Diamond Princess Cruise Ship is tested positive for the virus. And on March 2nd President Joko Widodo confirmed the first two cases in Java. According speech from Terawan Agus Putranto, Indonesian Minister of Health, these patients were contracting the disease after coming in contact with an infected Japanese person in Depok who was later tested positive in Malaysia. In March 11th Indonesia has its first confirmed death due COVID-19, the victim is a British national and died in Bali’s Sanglah Hospital. Until November 2020 Indonesia has a staggering number of 433,836 confirmed cases with 14,540 deaths. This pandemic, is heavily affecting Indonesia economic and daily life. Multiple mitigation method is taken by the government to combat COVID-19 but alas due to negligence and low compliance of the people any steps taken by the government cannot effectively reduce the viral infection rate or at least contain it. Bali, the first place to have confirmed death in Indonesia, suffers greatly from the pandemic. Due to the situation in Indonesia, a lot of country deploys a travel restriction to Indonesia. This also means a significant decrease in international tourist arrival. Cok Ace, Bali’s Vice Governor,

said that international tourist arrival in Bali has drop 90 percent since the beginning of the pandemic. This is effectively shutting down Bali's most prized tourism Industry.

2.6 Hypothesis

Based on the discussion in the background, theoretical basis, and frame of mind, the formulation of the proposed hypothesis to be tested for correctness in research carried out at the Uluwatu temple destination, namely:

H1: Destination branding has a positive influence on intention to revisit at the Uluwatu temple destination.

H2: Tourism safety has a positive influence on intention to revisit at the Uluwatu temple destination.

H3: Destination branding and tourism safety has a positive influence on intention to recommend at the Uluwatu temple destination.

H4: Destination branding has a positive influence on intention to recommend at the Uluwatu temple destination.

H5: Tourism safety has a positive influence on intention to recommend at the Uluwatu temple destination.

H6: Destination branding and tourism safety has a positive influence on intention to recommend at the Uluwatu temple destination.

3. Methodology

The data in this study is obtained by questionnaire method. A questionnaire aimed to those who have visited Uluwatu is spread by using social media and the questionnaire form is created by using Google form. This is method is chosen to ensure the convenience of the respondent in filling the form and to minimize direct contact to prevent COVID-19 spreads.

3.1 Framework

Destination branding according to Kotler (2002) made so that people are interested to visit the destination. So, it should have uniqueness and should differ from others, if the destination different from others it's more interesting for customer like. Quoted from Ritchie and Ritchie (1998) as: "A name, symbol, logo, wordmark or other graphic that both identifies and differentiates the place; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the place; it also serves to consolidate and reinforce pleasurable memories of the place experience". Destination brands are the media and messages themselves within the context and process of communication in general and in particular in the context of tourism marketing. In addition to studying the brand as a medium and as a message itself, it also examines how the social brand for the destination brand is constructed, how the brand relates to destination products, brands with accessibility, and tourism institutions. The dimensions used in the destination branding variable are quoted from Morgan and Pritchard (2004).

From attractive branding, consumers are attracted to travel. One of motivate for travel is the individual travel motive, but the times have developed, many tourist destinations are increasingly numerous and varied, making tourists have many choices. But according to Kuschel and Schröder (2002) going on a tour does not only consider tourist attractions and tourist variations to be the main choice of tourists, the perception that they are guaranteed and that they feel safe is their main choice in traveling. The dimensions used in safety guarantee from Parasuraman (1985). With the guarantee of safety, tourists will feel more flexible in traveling without feeling worried. The perception of personal safety is one of the most important prerequisites for an aspiring destination (Novelli et al., 2012). According to Fanani and Pangestuti (2017), the safety and comfort of tourists is a state that is expected to be stable, causing a feeling of calm without worrying when traveling to a destination and staying for some time.

If consumers feel safe and satisfied in doing tours, consumers become committed customers will provide positive recommendations to other consumers on the product brand, so that customers who are committed play a very important role in the development of a brand. The process of evaluating consumers regarding the quality and performance of these products will determine the level of motivation to repurchase a brand. If customer feel satisfied, they will make repeat visits at a future time and notify others of the services they feel (Fornell, 1992). Zeithalm et al. (1996) emphasized that it is important to measure customer future intention to find out what customers want to stay loyal/leave a product/service.

3.2 Research Methods

This research uses descriptive quantitative method. The questionnaire used in this case is a closed questionnaire, namely a questionnaire that has provided the answer, so that the respondent only needs to choose and answer directly. This questionnaire is aimed at the influence destination branding and safety guarantee on revisit intention in Bali especially on Uluwatu temple. The data analysis method is used after the data has been collected from the

field in order to draw conclusions. Methods of data analysis in this study using regression analysis and descriptive analysis using SPSS (Statistical Product and Service Solution) version 22.0 software. The data analysis methods used in this study are:

(1) Descriptive Analysis

The analysis of this research uses descriptive statistics. According to Sugiyono (2011), descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make generalized conclusions or generalizations. Descriptive statistics include the presentation of data through circle diagrams, distribution of data by means of calculating means and standard deviations, or calculating the average. Descriptive statistical analysis is generally carried out by interpreting the average value of each indicator on the research variable in question to provide an overview of what indicators build the concept of the overall research model. In conducting descriptive analysis, the researcher used the mean to determine the measured average value of the data obtained.

(2) Simple Regression Analysis

Regression analysis is used to measure and predict the dependent variable that is dependent on the independent variable. This study uses simple regression because the number of variables is only one dependent variable and one independent variable.

(3) Correlation Analysis

Correlation analysis is used to analyze level of association or relationship between the independent variable and the dependent variable. The correlation coefficient (r) shows the degree of correlation between the independent variable (x) and the dependent variable (y).

(4) Coefficient of Determination

The coefficient of determination is used to measure the ability of the independent variable to influence the dependent variable. The coefficient of determination (R^2) in essence measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one ($0 < R^2 < 1$). Small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. The coefficient of determination R^2 test is used to measure the ability of the model to explain the variation in the independent variable. The coefficient of determination is between 0 (zero) and 1 (one). If the value of R^2 is small, it means that the ability of the independent variables to explain the dependent variable is very limited. If the value of R^2 is close to 1, it means that the independent variables provide almost all the information needed to predict the variation in the dependent variable (Ghozali, 2011).

(5) Hypotheses Testing

According to Sugiyono (2011) argues that the hypothesis is "Temporary answers to the formulation of research problems, where the formulation of the research problem has been stated in the form of a question sentence, it is said temporarily because the answers given are only based on relevant theory, not yet based on empirical facts, obtained through data collection. The steps in testing this hypothesis are started by establishing the null hypothesis (H_0) and the alternative hypothesis (H_a), selecting the statistical test and its calculation, determining the level of significance, and establishing the testing criteria". This study uses the t test to test the hypotheses that have been made. The t test is used to show how far an independent variable is individually in explaining the dependent variable. The level of significance in this study was 5%. Where if the significance probability value $> 5\%$ then H_0 is rejected, if the significance probability value $< 5\%$ then H_0 is accepted (Ghozali, 2011).

3.3 Variable Measurement Scale

Without a variable measurement, we cannot know the relationship between variables. Measurement is basically an attempt to judge something based on a certain value unit (Sugiyono, 2011) in natural science; the measurement scale is easy to set. For example, a scale for measuring length uses units in cm, meters, kilometers, and so on. The weight measurement scale can use gr, ounce, kg, and so on. However, in the social sciences, the measurement scale becomes more complicated because the researcher has to compose the instrument himself and determine the measurement scale.

To measure the determined research variables, researchers used a Likert's scale. A Likert's scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, the researcher has determined the research variables. With a Likert's scale, these variables will be measured and translated into variable indicators. Then these indicators are used as a reference for compiling instrument items in the form of questions or statements. The answer to each instrument item that uses the Likert scale has a scale from

strongly agree to strongly disagree.

3.4 Population and Sample

3.4.1 Population

The population approach that the researchers used was the population of tourist of destination Uluwatu temple. The population of this research is tourists who have visited Uluwatu temple. This research use infinite population. Infinite population a population for which the number of members of the population cannot be known with certainty. The population of this study was visitors to the Uluwatu temple, because it is not known exactly how many visitors, the population of this study is an infinite population. When the population is large and the researchers are impossible to collect all data on population because of limited costs, time and energy, the researchers can use samples taken from that population. The number of samples in these study as many as 250 respondents that kind of this population is population infinite, this number is determined according to Cooper and Emory (1996).

3.4.2 Sample

The criteria of the respondents for the questionnaire are people who have visited Uluwatu at least once and are over 17 years old because over the age of 17 is considered able to answer logically. Then the results obtained from the minimum number of samples needed in this study are 144 respondents and researchers increase the number of respondents so that the distribution of the sample can be representative of the population.

3.5 Validity and Reliability Test

3.5.1 Validity Test

In this study, the validity test was carried out on 250 respondents. The calculation of the validity test was carried out using the SPSS program. Significant test is done by comparing the calculated r value (for r count each item can be seen in the Cronbach Alpha Output display in the Corrected Item-Total Correlation column) with the r table for degree of freedom (df) = $n-2$, in this case n is the number sample. In this study, the number of samples (n) = 250 and the amount of df can be calculated as $250-2 = 248$, with $df = 248$ and $\alpha 0.05$ where r table = 0.126. R count is greater than r table and the value is positive, so the item or question or indicator is declared valid (Ghozali, 2011). In this study, the data will be processed using SPSS Statistics software.

3.5.2 Reliability Test

The reliability test in this study used Cronbach's Alpha formula. Reliability testing aims to show that the questionnaire used in the study is reliable or not. The basis for decision making in Cronbach's Alpha Reliability Test is as quoted in Arikunto (2010):

- a. If the Cronbach's Alpha value is less than 0.6, the reliability is poor
- b. If the Cronbach's Alpha value is above 0.6, the reliability is good.

4. Data Analysis and Discussion of Results

4.1 Characteristic of Respondent

Based on the results of research on respondents consisting of 250 respondents from, an overview of demographic data such as gender, age, occupation and frequently of visiting Pura Uluwatu can be found. Based on the results of a research questionnaire from 250 domestic visitors who were used as respondents, it can be seen that domestic visitors watched the Kecak Fire Dance Uluwatu based on gender, majority of respondents this research were female with a total of 128 (51%) respondents and 122 (49%) were male. The data generated by age category, the majority of respondents were young adult (40%) in the age group 23-27 years. Followed by data, the respondents in the age from 18 until 22 years old as 18%. 17% of respondents survey in the age 28-23, and 15% of respondents in above 37 years. Of the 23 or 10% respondent who completed the questionnaire were in the group 33-37 years. From these data it was found that young people make up the largest percentage of respondents and the older the age criteria the less the percentage of visits. This is in accordance with the opinion of Pujiastuti et al (2020) which states that millennials have a strong desire to participate in revisit intention to destination. This result is indicated that the age of around 23-27 they visited the destination and the behavior of millennial tourists is very important for travel destinations because a growing number of millennials who use social media are influenced by it when making revisit intention. The majority of respondents (43%) work as private employees, 20% was students, 8% respondents as civil servants, and 7% of them was housewife, and 22% chose others. In this study, the majority of respondents were visting the destination for first time (54%) and 23% of them were visited 2 until 4 times. While, 13% of respondents were more than 7 times and the rest of them (10%) were visited for 5 until 7 times.

Conclusively, most of the respondents were visited Pura Uluwatu for first time. The summary of the respondent's questionnaire answer results based on 4 characteristics is that a huge percentage of the visitors of Pura Uluwatu are millennials with age range of 23-27 years old who are working as private employee, the ratio of male and female visitors is almost identical, and most of the visitor are visiting Pura Uluwatu for the first time. Thus from this results it can be seen that the millennial generation local tourist have the higher desire to visit tourism spot, and in accordance with Pujiastuti et al (2020) the millennials has greatest potential for revisiting tourism destination.

4.2 Validity Test

At this stage, testing is carried out using the SPSS version 22. In this study, the validity test was conducted on 250 respondents. At this stage, testing is carried out using SPSS version 22. The validity test carried out is the validity of the variables and indicators. This validity test was carried out on the independent and dependent variables and their respective indicators using R value. According to Notoatmodjo (2012), the validity test is an index that shows the measuring instrument actually measures what it measures. Test the validity of this study by calculating the correlation between the items of the statement as a whole by using the product moment correlation. In this research variable, there are 3 indicators and 14 question items. The validity test was carried out on 250 respondents to determine whether the destination branding variable questions were valid. The results of the validity test of destination branding variables show results above 0.126. R count is greater than r table and the value is positive, then the item or question or indicator is declared valid. Then the validity test shows that all questions for the destination branding variables are valid because they have a coefficient value greater than 0.126 and significant value should less than 0.05. The result of validity can be seen from R result for each construct indicator. The rule of thumb used to assess validity is R result value must be greater than r table. All indicator items have R result value above 0.126 and significant value less than 0.05, so that all question items used in this study are valid. To assess the validity for tourism safety variable, there are 4 indicators and 8 question items. The 3 indicators in this variable are competence, credibility, security, safety. The item R result is greater than the r table and significant value. From these results it can be concluded that there is no problem with tourism safety validity. This means that the question items are declared valid and have a strong positive correlation to the variables, so that the research can be continued. The aim of this validity test is to generalize the data for dependent variable. In this study, the dependent variable has two indicators, namely intent to revisit and intent to recommend. This study focuses on explaining the effect of the independent variable on the indicators of the dependent variable. The dependent variable in this study has two indicators and four questions. The results of the validity test in the table above, the questionnaire containing the revisit intention and intent to revisit indicator has 2 questions that have been filled out by 250 respondents in this study, it can be seen that the validity value for intent to revisit indicator. Intent to revisit has two item questions. The R result meets the requirement value, which is above 0.126 or r table. Validity test is performed on the factor items from intent to recommend indicator. The data are reported show that all items of intent to recommend indicator points out that validity value greater than 0.126 means the validity is within is acceptable range. The results of the validity test of destination branding, tourism safety and revisit intention variables show results above 0.126, R value is greater than r table and the value is positive, then the item or question or indicator is declared valid (Ghozali, 2011). Then the validity test shows that all the questions for the destination branding, tourism safety, and revisit intention variables are valid because they have a coefficient value greater than the significant level of 0.126. In conclusion, all items question can be used to explain destination branding, tourism safety and revisit intention at Uluwatu Temple, Bali.

4.3 Reliability Test

Based on the reliability tests were carried out on question items that were declared valid. A variable is said to be reliable if the answers to questions are always consistent. So the result of the reliability coefficient of the instrument method is turns out to have a Cronbach Alpha value greater than 0.60 which means that the three instruments are declared reliable or meet the requirements. A closer look at the data indicates that destination branding variable who have 4 indicator and 14 item questions were reliable or if the question will be repeated, it will generate the same answer. This research must do a reliability test to measure the consistency or not of the questionnaire in the research used to measure the influence of the destination branding and tourism safety variables on the revisit intention variable, but in this study the dependent variable focuses on the indicators of revisit intention, the authors conducted a reliability test on indicators intent to revisit and intent to recommend and each has two questions. Based on the results of the reliability test by looking at Cronbach's Alpha, all variables have Cronbach's Alpha values above 0.6. This shows that all of the questionnaire research variables have a good level of reliability and can be used in this study. Based on the results of the Cronbach's Alpha, all variables have Cronbach's Alpha values above 0.6. The results of the intent to recommend indicator have reliable or reliable results to be used as a variable

measuring tool. In this study, all questions on intent to recommend are reliable or reliable if someone's answer to the question is consistent or stable over time.

4.4 Multiple Linear Regression

The data analysis technique used in this study is multiple linear regression analysis, which is used to determine the effect between the independent variable and the dependent variable. The use of multiple linear regressions is because this study uses more than one independent variable, including destination branding to determine its effect on the dependent variable, namely intent to revisit and intent to recommend during Covid-19 at Uluwatu Temple, Bali. Data was process using SPSS 22. The results of multiple linear regression analysis can be seen in table 1 and 2.

Table 1. Multiple linear regression analysis test results

Variable	Coefficient of Determination	t Count	Sig.
Constant	1.872		
Destination Branding	0.059	2.984	0.003
Tourism Safety	0.085	3.038	0.003
F Count = 41.444			0.000
R Square = 0.258			

Table 2. Multiple linear regression analysis test results

Variable	Coefficient of Determination	t Count	Sig.
Constant	1.850		
Destination Branding	0.050	2.556	0.011
Tourism Safety	0.099	3.538	0.000
F Count = 42.488			0.000
R Square = 0.262			

4.4.1 Destination Branding and Tourism Safety to Intent to Revisit

The above equation can be explained as follows:

- (1) The constant value in the number 1.872 shows that if the variable destination branding and tourism safety have not changed, so intent to revisit has a value of 1,872.
- (2) The destination branding variable has a regression coefficient with a positive direction of 0.059. If it is assumed that the other independent variables are constant, this means that each additional destination branding by 1 time will increase the intent to revisit by 0.059 times.
- (3) The tourism safety variable has a regression coefficient with a positive direction of 0.085. If it is assumed that the other independent variables are constant, this means that every time increase in tourism safety will increase the intent to revisit by 0.085 times.

4.4.2 Destination Branding and Tourism Safety to Intent to Recommend

The above equation can be explained as follows:

- (1) The constant value in the number 1.850 shows that if the variable destination branding and tourism safety have not changed, so intent to revisit has a value of 1,850.
- (2) The destination branding variable has a regression coefficient with a positive direction of 0.050. If it is assumed that the other independent variables are constant, this means that each additional destination branding by 1 time will increase the intent to revisit by 0.050 times.
- (3) The tourism safety variable has a regression coefficient with a positive direction of 0.099. If it is assumed that the other independent variables are constant, this means that every 1 time increase in tourism safety will increase the intent to revisit by 0.099 times.

4.5 Hypothesis Testing

Hypothesis testing using the Simple Regression Coefficient test (p-value) is used to determine whether the independent variable (X) has a significant effect on the dependent variable (Y). Significant means that the effect that occurs can apply to the population. Hypothesis testing is done by looking at the significant value and t value

or F value. The t value should be greater than 1.651 and significant less than 0.05.

4.5.1 T Testing

This t-test is intended to determine the partial (individual) effect of independent variables, that are destination branding and tourism safety to revisit intention. This test uses a table of coefficients which will be presented in below:

(1) Destination Branding and Tourism Safety to Revisit Intention

The t test carried out in this study is to compare the calculated t value with the calculated t table. From the calculation results, the destination branding variable has a t count of 2.984 which means it is greater than the t table of 1.651 and the Sig value of 0.003 which means it is smaller than the significance level of 0.05. So it can be concluded that the hypothesis is accepted which shows that destination branding is a factor that affects intent to revisit. Thus, this study explains that the first hypothesis is accepted, namely that there is a positive and significant influence between destination branding on intent to revisit. The estimation results of the tourism safety variable have a t value of 3.038 with a significance of 0.003. The significance value below (0.05) indicates that the tourism safety variable has a positive and significant direction on the intent to revisit. Thus, this study supports the second hypothesis, so in this study the second hypothesis is accepted, so there is a positive and significant influence between tourism safety on intent to revisit.

(2) Destination Branding and Tourism Safety to Revisit Recommend

The destination branding variable has a t count of 2.550 which means it is greater than the t table of 1.651 and the Sig value of 0.011 which means it is greater than the significance level of 0.05. So it can be concluded that the fourth hypothesis is rejected which indicates that destination branding is a factor that does not affect intent to recommend. Based on the above test, the estimation results of the tourism safety variable have a t value of 3.538 with a significance of 0.000. The significance value below (0.05) indicates that the tourism safety variable has a positive and significant direction on the intent to recommend. Thus, this study supports hypothesis 5, so in this study hypothesis 5 is accepted, namely there is an influence between tourism safety on intent to recommend.

4.5.2 F Testing

The F test in this study aims to jointly determine the effect of entrepreneurial marketing on competitiveness. Based the result, it shows that the calculated F value is 41.444 and the significant value in the ANOVA table is 0.000. We compare the calculated F value with the calculated F table, which is 2.106, it can be seen that the calculated F value is greater than the F table, which means that the hypothesis used is accepted. Then the second way is to compare the significant value in the ANOVA table with a significance value of 0.05, it can be seen that the significant value in the ANOVA table has a smaller value of 0.000 compared to the predetermined significant value of 0.05 from these significant results it can be interpreted that the third hypothesis is accepted. Both methods can be concluded that there is an influence between the variables destination branding and tourism safety together on the intent to revisit. The results of this equation model has a calculated F value of 42.488 with a significance level of 0.000. The significance value of 0.000 is smaller than 0.05, which means that the intent to recommend can be explained by destination branding and tourism safety. Thus it can be concluded that the independent variables in the form of destination branding and tourism safety in this study has influence the dependent variable on intent to recommend. It can be concluded that the fifth hypothesis is accepted and has a positive influence together.

5. Conclusion

The COVID-19 pandemic has hit the tourism industry and the creative economy in Indonesia. This also has an impact on state revenues in the tourism sector, including Uluwatu Temple. During covid-19, visitors decreased drastically. Since the situation is getting better, the government has carried out programs including destination branding to increase the number of tourist visits, besides that the government provides a guarantee of security during the visit so that visitors feel safe.

5.1 Findings

- (1) The characteristic of respondent is age range of 23-27 years old who are working as private employee, the ratio of male and female visitors is almost identical, and most of the visitor are visiting Pura Uluwatu for the first time.
- (2) Most of the variation or change in destination branding is influenced by cognitive image, affective image, and unique image. While the rest explained by other reasons such as purchase reference (Qu et al, 2011).
- (3) Destination branding, tourism safety has influence of intent to revisit and recommend. While the larger effect

may be influenced by other variables which not discussed in this study such as destination image, perceived risk, city branding, and tourist behavioral intention.

(4) The results of the analysis in Pura Uluwatu show that the destination branding variables that have a positive effect on intent to revisit and recommend. Each has a partial influence and influence simultaneous.

(5) All variables have a positive effect on intention to revisit and recommend is sustainability.

5.2 Managerial Implication

There is some information which can be used for destination branding and tourism safety providers to start or to develop their business based on this research.

(1) Cognitive image generated by respondents' perceptions proved to have a significant effect on their intention to revisit Uluwatu Temple. This is because respondents have a perception that Uluwatu Temple is good enough from the attributes as a tourist destination. Researchers during descriptive testing on this variable found that the average respondent had a very good cognitive perception of the image of Uluwatu Temple. This is like respondent satisfaction when visiting Uluwatu Temple for tourism activities on the tourism attributes offered. Among them have respondents who believe and believe that Uluwatu Temple has an attractive Kecak Dance attraction as a tourist destination, has good and satisfactory infrastructure, provides convenience for tourists for tourists, is a safe tourist destination, is a suitable tourist spot for children and families, and others. And also respondents think that Uluwatu Temple is very good as a definite tourist destination for other people. This is the reason why respondents have the desire to recommend Uluwatu Temple again in the future. This can be seen from the significant effect of cognitive image on the intention to recommend. Therefore, the manager of Uluwatu Temple must maintain environmental security and cleanliness and continue to advertise the destination to attract many tourists.

(2) Unique image has a significant influence on the intention to revisit at Uluwatu Temple. Uluwatu Temple has succeeded in providing the uniqueness of the tourist experience offered. So that respondents as tourists have a perception of the image of Uluwatu Temple which is quite unique which make respondents have the desire to revisit Uluwatu Temple in the future. Uluwatu Temple is considered quite unique by respondents, because it has a traditional cultural festival that is very interesting to visit. In addition, the presence of typical traditional foods makes respondents as tourists have the perception that the Pura Uluwatu is quite unique as a tourist destination. The unique image variable has a significant influence on the intention to recommend. Uluwatu Temple has succeeded in providing the uniqueness of the tourist experience offered. So that respondents as tourists have a perception of the image of Uluwatu Temple which is quite unique which makes respondents have the desire to revisit Uluwatu Temple in the future, this makes respondents as tourists to have the desire to recommend the uniqueness of Uluwatu Temple to others. The government needs to preserve the uniqueness of the destination by making regulations to maintain the uniqueness of the destination or register it as a cultural heritage so that it continues to be sustainable.

(3) There is a significant effect of affective image on the intention to revisit by respondents as tourists. This is because many criteria are met by Uluwatu Temple so that tourists have a good affective image of this destination. And also there is a significant effect of affective image on the intention to recommend by respondents as tourists. Managers must continue to improve services to remain an attractive destination. In addition, the manager must pay more attention to security such as CHSE because respondents think that the implementation of CHSE at Uluwatu Temple is still a little low.

5.3 Limitation and Suggestion

Finally, a number of potential issues need to be considered below:

(1) This study looks at destination branding as a whole regardless of the business sector. Basically, destination branding research is still broad research, maybe the research can be narrowed down to research on destination image, destination logo, or city branding.

(2) There is still limited research on tourism safety. Most research safety is often used for research on health and banking, so there are still not too many references.

Furthermore, some suggestion for other scholar to broader research finding related with destination branding, tourism safety, and revisit intention to have more understanding about destination. Destination branding will be very interesting topic considering that this topic is still developing in terms of products and community/visitor.

(1) The other scholars might have interest in in this study respondents focused on visitors. Future research might be able to look at the influence of destination branding or tourism security that focuses on restaurant owners or places to eat around Uluwatu Temple during covid-19.

(2) This research gives confidence that visitor in Pura Uluwatu support destination and the safety for the environment/uplifted community. This can be one of the considerations for business owners or marketers to create or develop product with a concern of sustainability.

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