The Influence of City Branding Towards City Image: The Case Study of Tourism Destinations in Yogyakarta City, Special Region of Yogyakarta, Indonesia

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Abstract
The main purpose of this study is to understand the influence of city branding toward city image and its impact on the intention to visit and decision to visit. The samples used in this study were 280 domestic visitors there is a tourism destination in Yogyakarta City and they aware of “Jogja istimewa” as a brand of Yogyakarta City. It is the destination tourism that located on seven destinations consist of Keraton Yogyakarta, Pagelaran Keraton, Malioboro, Museum Benteng Vredeburg, Taman Sari, Taman Pintar, and Gembira Loka Zoo. Structural Equation Model (SEM) base on Partial Least Square (PLS) is used to analyze and measure the degree between the independent variable and dependent variable. The findings revealed that city branding has a significant effect toward city image and intention to visit, however city branding also influenced on decision to visit incidentally. Moreover, it indicates that city image has a significant effect on intention to visit and decision to visit. Last but not least, the intention to visit has a significant effect on decision to visit.

Keywords: city branding, city image, intention to visit, decision to visit, tourism destination, Yogyakarta, Indonesia

INTRODUCTION

Nowadays, a brand is an identity that cannot be separated from a product either in the form of services or goods. A brand is a name, term, sign, symbol or design and its combination that is aimed to identify goods or services of one of the sellers or a group of sellers and differentiate it from the competitors [1]. City branding is a strategy to market name and identity of a city. City as an image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural, and government regulation. The role of city branding is to create positioning and difference to introduce the potential of the region to their tourists [2]. City branding strategy is a way to promote the city in the tight global competition as a response to the social, potential, economy dynamics [3]. City branding strategy has made the position to introduce potential and attraction that have tourism an area to visitors. The application of the city branding strategy will be produce strong and positive city image.

City image is a description of consumer associations and beliefs about a particular brand [4].

The will good of city branding generate a positive image, that positive image will affect people or communities inside and outside the city and they assess the state of the city, including how they will behave regarding the state of the city and how they respond to everything that happens in the city [5]. A positive city image can be obtained by implementing the city branding strategy optimally, in accordance with the tourism potential of the city. A positive city image will result in a competitive advantage. A positive city image will give rise to an interest that gives rise to tourist intention for the tourist destinations offered.

Intention to visit in tourism assumed with purchase intention. Purchase intention is a response consumer behavioral that appears against an object where consumers will show desire to purchase [6]. Furthermore, intention felt visitors resulting decision of the problems and decision of the choices visitors to make a visit or not make the trip of desire owned. Decision to visit in tourism assumed with purchase decision. Purchase decision is a process, consumers assessed to several kinds of alternative and choose the one or more alternative necessary consumers based on certain [7]. Purchase decision is a decision consumers to buy which brands that to be purchase by the consumers [8].

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MATERIAL AND METHOD

City branding

City branding is a management of destination through strategic innovation and coordination of economic, social, commercial, cultural, and government’s regulation [2]. City branding is a concept that is generally practiced by few cities in context of competitions that attract the tourists and investment of environment intensively to promote the regional development [3]. City branding is a strategy that gives brand to the city that functions as a tool to introduce or market the potential of region to all stakeholders from local to internationals [3].

City branding strategies by building brands in cities and functioning as instruments to introduce and promote potential areas for all stakeholders [5]. Anholt creates city branding hexagon to measure the effectivity of city branding. According to [5] the measurement of effectivity of city branding consists of six aspects namely (1) presence, (2) potential, (3) place, (4) pulse, (5) people, and (6) prerequisite (see Figure 1).

![City Branding Hexagon](image)

**Figure 1.** City branding hexagon

*Sources: Place Branding and a Government Adviser and Author.*

City image

City image in tourism assumed with brand image. Brand image is a description of consumer associations and beliefs about a particular brand [9]. According [4] mention that brand image as a vision and trust hidden in the minds of consumers as a reflection of associations that persist in consumer memory. Brand image is consumer confidence about the brand [4]. According [10] mention that are three dimensions for measuring the image of a destination including:

1. Cognitive image is an image that includes consumer trust, perception, and knowledge of the destination.
2. Affective image is an image as an aspect of value and emotion that reflects a person’s feelings towards a destination, whether the destination is desired or preferred.
3. Conative image is an image that reflects the trends and actual behavior of a destination.

Intention to visit

Intention to visit in tourism assumed with purchase intention. Purchase intention is an behavior that arises as a response to an object showing the customer’s desire to make a purchase [6]. Purchase intention is influenced by several elements, according [11] mention three elements of stages that can affect purchase intention:

1. Stimulation is an signal that encourages or causes someone to take action.
2. Awareness is an something that penetrates into one’s mind and awareness is influenced by various considerations on the goods or services.
3. Information finding is a process that consists of six aspects, namely (1) Internal information, (2) External information, (3) Ensuring the characteristic of each choice, (4) Alternative choices, (5) Purchasing, and (6) The place where the purchase is made.

Purchase Intention is a behavior that arises as a response to an object. Furthermore, consumers plan to buy a certain product in a certain period. Purchase intention is a foundation of self motivation and main motivation before making a purchase decision.

Decision to visit

Decision to visit in tourism assumed with purchase decision. the consumer’s purchase decision will be to buy the most preferred brand [1]. According [7] Purchasing decisions are a process where consumers assess various alternative choices and choose one or more alternatives needed based on certain considerations. That making a decision to buy is a collection of decisions or structures [6]. The purchase decision structure is divided into seven components, namely (1) Decisions about product types, (2) Decisions about product forms, (3) Decisions about brands, (4) Decisions about sellers, (5) Decisions about the number of pro- ducts, (6) Decisions about time of purchase, and (7) Decisions about how to pay.
Hypothesis

This study uses four variables including city branding, city image, intention to visit, and decision to visit. In Figure 2 we can see the hypothesis in this study.

Figure 2. Research model

H1: City branding has significant effect on city image.
H2: City branding has significant effect on intention to visit.
H3: City branding has significant effect on decision to visit.
H4: City image has significant effect on intention to visit.
H5: City image has significant effect on decision to visit.
H6: Intention to visit has significant effect on decision to visit.

Data Collection

This type of research used explanatory research with quantitative approach. A city namely Yogyakarta was chosen because this region has a variety of tourism destinations that are quite famous in Indonesia. Four variables are used to test the influence of city branding, city image, intention to visit, and decision to visit.

The object of research in this study are seven tourism destinations in Yogyakarta, Central Java, Indonesia. Tourism destinations were chosen as research objects are Keraton Yogyakarta, Pagelaran Keraton, Malioboro, Museum Benteng Vredeburg, Taman Sari, Taman Pintar, and Gembira Loka Zoo. The seven tourism destinations offer tourism activities that include cultural tourism, commercial tourism, and social tourism. The data use in this study are primary data obtained directly from the object of this research. Primary data in the study were obtained by using questionnaires which given directly to domestic visitors in seven tourism destinations in the city of Yogyakarta.

The method of collecting samples in this study uses non-probability sampling method with purposive sampling. Purposive sampling is the selection of research samples based on the characteristics adapted in the study. The formula was used to determine the size of the sample [12]. The total sample was 280 respondent’s. The questionnaire was distributed to 40 respondents’ in each place in seven tourism destinations. Furthermore, visitors who suit toward criteria of the respondents then given a questionnaire and fill out the questionnaire. The questionnaire was distributed to respondents at the weekend, it was intended to facilitate the data collection process.

The questionnaire in the study including the statement for the respondent. A set of questionnaires adapted from prior studies were used to collect the respondents’ demographic information. There are six indicators on city branding, three indicators on city image, three indicators on intention to visit, and decision to visit using a purchasing decision structure consisting of seven items. The data in this study uses primary data.

The measurement scale in this study uses a Likert scale using a measurement scale of 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree). Furthermore, the res-pondents’ data chosen including gender, age, employment status, monthly income, educational background, and the purpose of visiting the city of Yogyakarta. Last, a the validity test and reliability test using research instruments. The data collection process takes place between August and September 2018. The data obtained were analyzed using the SEM (Structural Equation Model) based on PLS (Partia Least Square). Inferential statistical analysis is used to describe the influence of city branding on the city image and its impact on the intention to visit and decision to visit. SPSS is used for descriptive statistical tests.

RESULT AND DISCUSSION

Validity and reliability of the instrument

The result of the calculation show that the correlation coefficients of all items (statements) are greater than ≥ 0.3. This means that all items (statements) are considered valid to use as the instrument for data collection.

The method used in this study is Cronbach Alpha where the criteria of an instrument are reliable if the alpha coefficient is greater than ≥0.6. The result of the calculation show that the Cronbach Alpha are greater than ≥0.6 and it means that the instrument are considered realible.
Description of Respondent

Frequency distribution of respondents in this study based on their characteristics. The descriptive statistics of the distribution respondents demographic characteristic in this study. From the total 280 respondents, 120 (42.9%) respondents are male and 160 (57.1%) respondents are female, that matter indicating that most of the respondents are female in this study. As for the frequency and percentage of the respondents age, most of the respondents age category 23-28 years old most dominating in this study. As for the respondents in the education levels category most of the respondents are bachelors degree dominating in this study 141 (52.85%) respondents. In this study 124 (44.28) respondents. Further, as for respondents in the occupation category most of the respondents are students dominating in this study 165 (59%) respondents. As for respondents in the regular incomes category mostly from the Rp. 700.000 – Rp. 3.100.000 dominating in this study 83 (30%) respondents. As for respondents in the purpose of visit most of the traveling activities dominating in this study 280 (42.9%) respondents. 120 (42.9%) respondents.

Description of Respondent Response

The results of respondent response on city branding, city image, intention to visit, and decision to visit seen in table 1.

Table 1. Description of the respondent’s answer frequency.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator Item</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Branding</td>
<td>1. Yogyakarta is a popular city for tourism diversity.</td>
<td>4.51</td>
</tr>
<tr>
<td></td>
<td>2. Yogyakarta contributes to the culture field.</td>
<td>4.60</td>
</tr>
<tr>
<td></td>
<td>3. Yogyakarta contributes to the science field.</td>
<td>4.56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.61</td>
</tr>
<tr>
<td>Presence</td>
<td>1. Yogyakarta is a pleasant city to a business.</td>
<td>4.52</td>
</tr>
<tr>
<td></td>
<td>2. Yogyakarta is a pleasant city for entrepreneurial activities.</td>
<td>4.55</td>
</tr>
<tr>
<td></td>
<td>3. Yogyakarta provides knowledge of Javanese culture.</td>
<td>4.57</td>
</tr>
<tr>
<td>Potential</td>
<td>1. Yogyakarta is attractive in terms of the uniqueness of historical buildings.</td>
<td>4.58</td>
</tr>
<tr>
<td></td>
<td>2. Yogyakarta is attractive in terms of urban arrangement.</td>
<td>4.37</td>
</tr>
<tr>
<td></td>
<td>3. Yogyakarta is a beautiful city.</td>
<td>4.52</td>
</tr>
<tr>
<td>Pulse</td>
<td>1. Yogyakarta has a characteristic compared to other cities.</td>
<td>4.56</td>
</tr>
<tr>
<td></td>
<td>2. Yogyakarta is attractive in terms of culture and history.</td>
<td>4.38</td>
</tr>
<tr>
<td></td>
<td>3. Yogyakarta provide special things that are different from other cities.</td>
<td>4.36</td>
</tr>
<tr>
<td>People</td>
<td>1. The local are friendly.</td>
<td>4.41</td>
</tr>
<tr>
<td></td>
<td>2. Easily adapt to the local.</td>
<td>4.36</td>
</tr>
<tr>
<td></td>
<td>3. It is easy to enter the community in the city of Yogyakarta.</td>
<td>4.36</td>
</tr>
</tbody>
</table>

Advanced table 1.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator Item</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to Visit</td>
<td>1. Having an interest to visit Yogyakarta because his own desires.</td>
<td>4.39</td>
</tr>
<tr>
<td></td>
<td>2. Having an interest to visit Yogyakarta because of other people (family / friends).</td>
<td>4.12</td>
</tr>
<tr>
<td></td>
<td>3. Having an interest to visit Yogyakarta because of tourism information.</td>
<td>3.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.15</td>
</tr>
<tr>
<td>Awareness</td>
<td>1. Having an interest to visit Yogyakarta for self-awareness to travel / work / do business / take education.</td>
<td>4.38</td>
</tr>
<tr>
<td></td>
<td>2. Be aware of having an interest to visit Yogyakarta because family / friends invitation.</td>
<td>4.26</td>
</tr>
<tr>
<td></td>
<td>3. Be aware of having an interest to visit Yogyakarta because information about tourism.</td>
<td>4.04</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.22</td>
</tr>
<tr>
<td>Information Findings</td>
<td>1. Believing that Yogyakarta fulfill the desire to travel.</td>
<td>4.35</td>
</tr>
<tr>
<td></td>
<td>2. Believing that Yogyakarta is worth a visit based on recommendations from family / friends.</td>
<td>4.23</td>
</tr>
<tr>
<td></td>
<td>3. Believing that Yogyakarta is worth a visit based on the diversity of tourism information obtained.</td>
<td>4.21</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.25</td>
</tr>
<tr>
<td>Decision to Visit</td>
<td>1. Determines the type of tourism needed and desired in the city of Yogyakarta.</td>
<td>4.34</td>
</tr>
<tr>
<td></td>
<td>2. Considers the tours in Yogyakarta before deciding on a visit.</td>
<td>4.36</td>
</tr>
<tr>
<td></td>
<td>3. The brand of Yogyakarta city “Jogja special” becomes one of the consideration before making a decision to visit the city of Yogyakarta.</td>
<td>3.92</td>
</tr>
</tbody>
</table>
The Influence of City Branding Towards City Image (Putra, et al.)

4. The image Yogyakarta as a special city is a consideration for visiting. 4.20
5. Determines how many tourist destinations will be visited Yogyakarta. 4.21
6. During holidays and having freeday into consideration for visiting Yogyakarta. 4.24
7. Determines the cost and method of payment of funds for activities to travel to Yogyakarta. 4.34

Source: Primary data that were processed, 2018.
Note: Mean variable*, Mean indicator**.

The result of the research show that the average scores of respondents answers to the variable of city branding is 4.51 so that it can be concluded that in general the variable of city branding is in the high category. This indicates that respondents tend to perceive that Yogyakarta City with "Jogja istimewa" has a good brand (Table 1).

The findings show that the average scores of respondents answers to the variable of city image is 4.29 so that it can be concluded that in general the variable of city image is included in the high category. This indicates that respondents tend to perceive that Yogyakarta City with "Jogja istimewa" have a positive image (Table 1).

The findings show that the average scores of respondents answers to the variable of intention to visit is 4.20 so that it can be concluded that in general the variable of intention to visit is included in the high category. This indicates that respondents tend to perceive that Yogyakarta City with "Jogja istimewa" attract intention to visit the city (Table 1).

The other findings also show that the average scores of respondents answers to the variable of decision to visit is 4.23 so that it can be concluded that in general the variable of decision to visit is included in the high category. It indicates that respondents tend to perceive that city image of Yogyakarta City and intention visitors attract decision to visit the city (Table 1).

Result of Reliability and Validity Construct

According to [13] the ideal AVE is has a value greater than ≥0.50 Composite reliability is a measure of internal consistency and if the composite reliability value has a high value or greater than ≥0.70. It can be interpreted that each indicator has a consistency value in measuring the construct. There are other steps to test the reliability of an instrument, another step is to use the alpha cronbach technique. Cronbach alpha technique serves to measure an instrument, whether the instrument has reliability. The result in table 2, it can be seen that the overall AVE value of the four variables has an average AVE value greater than ≥0.50 and it can be declared ideal. City branding variable has AVE value of 0.547, city image variable has AVE value of 0.587, intention to visit variable has AVE value of 0.525, and decision to visit variable has AVE value of 0.540.

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Cronbach Alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Banding</td>
<td>0.951***</td>
<td>0.956**</td>
<td>0.547*</td>
</tr>
<tr>
<td>Presence</td>
<td>0.841</td>
<td>0.905</td>
<td>0.760</td>
</tr>
<tr>
<td>Potential</td>
<td>0.792</td>
<td>0.878</td>
<td>0.707</td>
</tr>
<tr>
<td>Place</td>
<td>0.766</td>
<td>0.865</td>
<td>0.681</td>
</tr>
<tr>
<td>Pulse</td>
<td>0.816</td>
<td>0.891</td>
<td>0.731</td>
</tr>
<tr>
<td>People</td>
<td>0.790</td>
<td>0.877</td>
<td>0.705</td>
</tr>
<tr>
<td>Prerequisite</td>
<td>0.769</td>
<td>0.866</td>
<td>0.684</td>
</tr>
<tr>
<td>City Image</td>
<td>0.910***</td>
<td>0.927**</td>
<td>0.587*</td>
</tr>
<tr>
<td>Cognitive Image</td>
<td>0.822</td>
<td>0.893</td>
<td>0.736</td>
</tr>
<tr>
<td>Affective Image</td>
<td>0.816</td>
<td>0.891</td>
<td>0.731</td>
</tr>
<tr>
<td>Conative Image</td>
<td>0.845</td>
<td>0.906</td>
<td>0.763</td>
</tr>
<tr>
<td>Intention to Visit</td>
<td>0.886***</td>
<td>0.908**</td>
<td>0.525*</td>
</tr>
<tr>
<td>Stimulation</td>
<td>0.699</td>
<td>0.834</td>
<td>0.627</td>
</tr>
<tr>
<td>Awareness</td>
<td>0.734</td>
<td>0.849</td>
<td>0.653</td>
</tr>
<tr>
<td>Information findings</td>
<td>0.756</td>
<td>0.860</td>
<td>0.672</td>
</tr>
<tr>
<td>Decision to Visit</td>
<td>0.858***</td>
<td>0.891**</td>
<td>0.540*</td>
</tr>
</tbody>
</table>

Source: Primary data that were processed, 2018.
Note: AVE ≥0.50*, Composite reliability ≥0.70**, Cronbach alpha ≥0.60***.

The findings in table 2, it can be seen that the overall composite reliability value on the four variables has an average value greater than 0.70 and can be declared reliable. City branding variable has composite reliability value of 0.956, city image variable has composite reliability value of 0.927, intention to visit variable has composite reliability value of 0.908, and decision to visit variable has value composite reliability of 0.891.

The last findings in table 2, it can be seen that the overall value of Cronbach alpha on the four variables studied has an average value greater than 60 0.60 and can be declared reliable. City branding variable has an alpha cronbach value of 0.951, the city image variable has a Cronbach alpha value of 0.910, the intention to visit variable has a cronbach alpha value of 0.886, and a decision to visit variable has a value Cronbach's alpha is 0.858.

Result of Hypotheses

This study use SEM (Structure Equation Model) analysis based on PLS (Partial Least Square). The results of research using smartPLS 2.0 with the bootstrapping method are presented as follows:
The Influence of City Branding Towards City Image (Putra, et al.)

Figure 3. Path diagram after bootstrapping
Sources: Output smartPLS 2.0.
Note: Significant*, Insignificant**.

H1: City Branding has Significant Effects on City Image.

The results of SEM-PLS were obtained from the original sample (O) value of 0.339 and the value T-statistics of 3.717*. This means that value of p-value (≥0.05) and value of T-statistics (≥1.960*). It show that H1 was empirically proven so that the hypothesis that has been formulated can be accepted in this research. It implies that city branding has significant effect on city image. The estimated value with a positive sign indicates that the right strategy of the city branding is will generate good and positive of the city image in the vision of visitors.

The findings of this study show that city branding has significant and positive effects on city image. The results of this study in line with the invention [14] the presence of city branding advertised can work-up the image of the city itself. A museum (place) influences the form of the city image [15]. A museum has the potential can provide a attraction (pulse) for visitors to make a visit because the feel that the city of Istanbul has a good image [15]. The attributes of a city which include history, architecture, and environmental attractiveness have a major influence in providing a good city image [16]. City Branding Index (CBI) is a handy tool for gaining competitive advantage in European Capitals and this competitive advantage is used to plan strategies and serve to make the city image a preferably [13]. Using CBI consist of presence, potential, place, pulse, people, and prerequisite able to provide competitive advantage a city and image of the can increase.

H2: City Branding has Significant Effects on Intention to Visit.

The results of SEM-PLS were obtained from the original sample (O) value of 0.275 and the value T-statistics of 2.814*. This means that value of p-value (≥0.05) and value of T-statistics (≥1.960*). It show that H2 was empirically proven so that the hypothesis that has been formulated can be accepted in this research. It implies that city branding has significant effect on intention to visit. The estimated value with a positive sign indicates that the right strategy the city branding is will deliver excitement to visit, applying the right strategy of the city branding is will deliver a interest from visitors and eventually it will deliver intention to visit to the city.

The findings of this study show that city branding has significant and positive effects on intention to visit. That facilities, aksesabilities and logistics, cleanliness, information, security, and freanliness community a city can be from intention to visit constructions on visitors [17]. Visitors make an assessment on tourism which selected the brand, can be preferable strong brand produce higher intention to visit [18]. The city branding power will intention to visit of tourists, one evaluation consideration is economic value on the cost of are needed and culture presented by the city to be visited [16]. Futhermore, city brand-ing by using advertising aimed to be a means of communication marketing provide understanding and get the result of powers of tourism in for a visit [19].

H3: City Branding has Insignificant Effects on Decision to Visit.

The results of SEM-PLS were obtained from the original sample (O) value of 0.004 and the value T-statistics of 0.043. This means that value of p-value (≤0.05) and value of T-statistics (≤1.960). It show that H3 was empirically proven so that the hypothesis that has been formulated can be inaccepuned in this research. It implies that city branding has insignificant effect on decism to visit.

The findings of this study show that city branding has insignificant effects on decision to visit. Base on the result of the testing indirect effect city branding will have an influence to decision to visit through city image and intention to visit. Table 6 show that city branding having influence on decision to visit trough city image having value of t-statistics 2.125 (≥1.960). Futhermore, base on these result that the decision to visit in city for a visiting Yogyakarta influence by
the image of Yogyakarta which having the image of a good and at the end of the decision of the visitors will be do visit for Yogyakarta City.

Table 4. Indirect effect.

<table>
<thead>
<tr>
<th>Indirect Effect</th>
<th>Original Sample</th>
<th>Standard Deviation</th>
<th>T-statistics</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB → CI → DTV</td>
<td>0.017</td>
<td>0.034</td>
<td>2.125*</td>
<td>0.028</td>
</tr>
<tr>
<td>CB → ITV → DTV</td>
<td>0.006</td>
<td>0.012</td>
<td>2.496*</td>
<td>0.010</td>
</tr>
</tbody>
</table>

Sources: Primary data that were processed, 2018.
Note: T-statistic ≥1.960*

Table 4 shows that city branding will have an influence on the decision to visit through the intention to visit with a t-statistic value of 2.496 (≥1.960). Based on these results it can be seen that the decision to visit the city of Yogyakarta is influenced by intention to visit, the intention to visit is the first step in the process of making a decision on the response from the intention that has been obtained and ultimately will result in a decision to visit Yogyakarta. The role of the individual in the purchase decision is influenced by taking initiative, to buy or have needs and desires, but do not have the authority to do their own purchase decision. Furthermore, other individuals who influence and interpret the individual influence the decision to make a purchase decision either intentionally or unintentionally [20].

In this study the characteristics of visitors of Yogyakarta are dominated by them who to carry out tourism activities, but there are visitors who make visits to carry out activities to study and work. Based on the results obtained, it can be concluded that city branding has insignificant effect on decision to visit because visitors who visit for education and work activities. The decision making process is influenced by other people or it can be said that the visitor does not have the authority to make decisions. Furthermore, the inability to have authority over these decisions can be due to demands for higher education and job placement. It can be concluded that city branding that owned by a city keeps visitors visiting. In the end city image and intention to visit are variables that are able to become mediators for visitors to have a decision to visit. City image and intention to visit have an important role in this research.

H4: City Image has Significant Effects on Intention to Visit.
The results of SEM-PLS were obtained from the original sample (O) value of 0.350 and the value T-statistics of 3.373*. This means that value of p-value (≥0.05) and value of T-statistics (≥1.960*). It show that H4 was empirically proven so that the hypothesis that has been formulated can be accepted in this research. It implies that city image has significant effect on intention to visit. The estimated value with a positive sign indicates that the good and positive the city image is will deliver a interesting and intention from visitors, applying the positive of the city image is will generate a interest from visitors.

The findings of this study show that city image has significant and positive effects on intention to visit. The result of this study similar from the result of a study by [21] that the city image directly influences the intention to visit. The city image component which includes cognitive, affective, and conative together forms a purchasing hierarchy [22]. The method of using Structural Equation Model (SEM) produces a good strategy to attract intention to visit by using right strategy in improving the city image [23]. City image is an image that is owned by individuals who have good perceptions of the city and will eventually deliver interest and trust [24].

H5: City Image has Significant Effect on Decision to Visit.
The results of SEM-PLS were obtained from the original sample (O) value of 0.283 and the value T-statistics of 2.589*. This means that value of p-value (≥0.05) and value of T-statistics (≥1.960*). It show that H5 was empirically proven so that the hypothesis that has been formulated can be accepted in this research. It implies that city image has significant effect on decision to visit. The estimated value with a positive sign indicates that the good and positive the city image is will deliver a decision from visitors, applying the positive of the city image is will deliver a interesting and intention from visitors and eventually it will generate decision to visit to the city.

The findings of this study show that city image has significant and positive effects on decision to visit. The result of this study similar from the result of a study by [25] that the image of the city has good reputation base on the goverment in regulating the strategies and policies that exist in the city, so that the implementation of the strategies that have been made will make visitors take the decision to visit. A positive image will increase behavioral intention and will result in a decision [26]. The higher the image of a destination will result in high visiting decisions [24] and city image can be measured base on the qua-
ility of a city to produce a decision to visit [27]. Destination image is assumed to be the same as city image which directly influences visiting decisions and is willing to recommend tourist destination to others [21].

H6: Intention to Visit has Significant on Decision to Visit.

The results of SEM-PLS were obtained from the original sample (0) value of 0.515 and the value T-statistics of 5.405*. This means that value of p-value (≥0.05) and value of T-statistics (≥1.960*). It showthat H6 was empirically proven so that the hypothesis that has been formulated can be accepted in this research. It implies that intention to visit has significant effect on decision to visit. The estimated value with a positive sign indicates that the interest of the intention to visit is will deliver a decision from visitors, applying the interest of the intention to visit is will deliver a interest from visitors and eventually it will deliver decision to visit to the city.

The findings of this study show that city image has significant and positive effects on decision to visit. The result of this study similar from the result of a study by [17] a city with good facilities will be a stimulant for visitors and eventually this visitors have an intention in visiting and various information obtained by prospective visitors will strengthen the decision to visit on this city. Intention in visiting has a direct and positive influence on decision to visit, the higher the visitor’s intention in a product or service, the higher the purchase decision that will be taken [24]. A good reputation from a city will encourage visiting interest and the government program benefits for visitors, such as access to open a business or even settle in the city and encourage visiting interest to produce higher visiting decisions [25]. The visitors have an evaluation of interest willing to visit higher will result in higher visiting decisions, the more individuals competently assess their interests and desires, the faster the decision will be taken [28].

Conclusion and Future Research

Conclusion

The purpose of this research is to build an understanding of the influence of city branding on city image and its impacts on intention to visit and decision to visit in the tourism destination in Yogyakarta City, Central Java, Indonesia. The result of this study demonstrates that applying the right city branding strategy can produce a strong and positive city image. The city branding strategy of Yogyakarta "Jogja istimewa" results in the visitor’s intention to visit and the decision to visit has an insignificant effect on city branding. Furthermore, also has insignificant effect decision to visit because visitors characteristics for education and work due to compulsion of these demands. However, city branding has significant effect on city image and intention to visit. City image has a significant effect on the intention to visit and decision to visit. Based on this, that a positive image can produce intention and decision to visit. The last finding, that the intention to visit has significant effect on decision to visit it can be concluded that the intention to visit would result in a decision to visit.

Research Limitation and Directions for Future Research

The research limitation and for future research in this study based on the results and discussion, this study has several limitations to the study. (1) This research is an explanatory study conducted in a short period of time and thus the findings in this study cannot describe the dynamic movement of an object over a long period of time. (2) This study focuses only on 7 of the 23 tourism destination objects in the city of Yogyakarta, thus the findings of this study can be generalized to other tourism destination objects in the city of Yogyakarta, but the findings of this study cannot be applied across cities or across sectors other industries. (3) This research only focuses on tourism destinations in the city of Yogyakarta, the involvement of existing tourism destination objects in Yogyakarta Regency might produce more varied results. (4) This research only focuses on domestic visitors who visit tourism destinations in the city of Yogyakarta, thus the findings can be generalized to foreign visitors who visit Yogyakarta. (5) The absence of involvement of other variables and indicators in this study, with the involvement of other variables and indicators in the study will greatly influence the results and interpretation of this study. (6) The number of respondents involved in this study amount to only 280 respondents. The involvement of more respondents can probably produce more relevant results.

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