

THE ROLE OF BRAND IMAGE IN MEDIATED AMENITIES IN INCREASING TOURIST SATISFACTION

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Abstract

Destination study that is for the role of brand image in mediate amenity to satisfaction tourists in Bukit Lawang . Method analysis by year first in study this use approach SEM (Structural Equation Modelling) . Research results show that 1) By straight a minute have influence positive and significant to brand image on Bukit Lawang . 2) In straight a minute have influence positive and significant to tourist satisfaction at Bukit Lawang . 3) In no direct brand image has role significant in mediate a minute to tourist satisfaction at Bukit Lawang .

Keywords : _ Amenities , Brand Image, Satisfaction Traveler

Introduction

North Sumatra one provinces in Indonesia that have many potency object tour world class . Height contribution sector tourist could look at the indicators that exists enhancement visit destination tour . Following is visit data tourists in North Sumatra Province:

Tabel 2. Total Kunjungan Wisata di Provinsi Sumatera Utara

No	Tahun	Wisata Mancanegara	Wisata Domestik	Jumlah
1	2015	375.166	31.432.080	31.807.246
2	2016	375.166	36.899.776	37.478.700
3	2017	781.107	40.118.470	40.899.577
4	2018	781.107	48.943.607	49.620.775
5	2019	691.699	57.900.863	58.592.562
	Total	3.104.064	215.294.796	218.398.860

Sumber : Badan Pusat Statistika Provinsi Sumatera Utara, 2019

Based on the table above, it is shown that in 2015 up to in 2019 the level of tourist visits in North Sumatra Province experienced quite a visible improvement. Increase the number of visitors make Communities around the tourist area get a lot of opportunities to increase their income through business activities carried out or opened in tourist attraction areas such as cafes , restaurants, and stalls that provide food and drinks.

This condition is part of the community's efforts to improve the economy in the form of small businesses by utilizing development of tourist areas carried out by the government. Impact with exists development which tourism impacts social like increasing ability society ,

creativity society , change profession everyday and change norm or habits that occur in society around . Impact the economy going on ie absorption power work , push activity entrepreneurship and improvement income Public local .

Development tourist sustainable haul _ no only Becomes responsibility government course , however Public follow as well as role active for create the place tourism that has power pull for visited . A must conducted Public for reach area tour with guard sustainability nature , promote characteristic characteristic to have every area To use for interesting attention traveler for visit . Development tourist sustainable could give impact positive nor impact negative as well as impact on the environment surrounding especially to the surrounding community area tourism .

Bukit Lawang is one of the mainstay tourist attractions in Langkat Regency, North Sumatra Province. Tangkahan has been known for its natural beauty in the form of flowing rivers and elephant conservation. To get the number of tourists that exist, of course, do not only focus on natural beauty and elephant conservation. Much needs to be addressed in creating the impression of halal tourism in Bukit Lawang to become the prima donna of tourist destinations in North Sumatra. Problem main in study this that is k less awareness existing society _ Bukit Lawang friends for create halal tourism . Provision places of worship such as mosque and house eat typical Muslim as well as service syar'i . Remember Bukit Lawang area this majority religious non muslims . Problem next that is perception existing society _ not yet understand the meaning of halal tourism . Problem next that is there are many SMEs in Bukit Lawang feel confused how give halal products and services while they alone religious non muslims .

Base Theory

Brand Image

Brand attached to the product or service naturally must built in a manner sustainable (Lestari, 2019). Needed the right strategy in build image product or brand (Sari, 2020). Build image strong destination _ is current goal _ want to achieved by all developer or manager tourism in Indonesia ((Nafis, 2020). Destination image that offers exotic sights and feelings _ seems very natural to begin with from beautiful landscape , warm climate _ _ until to the people who have friendly culture _ to traveler or end (Alamsya, 2019). Often managers _ make location view artificial special for take a picture for visitors (Fatimah, 2019). The existing destination image is closely related with with trust a visitors (Attack, 2021) . Research results earlier state that good brand image capable increase interest visitors for come travel (Karim, 2020) (Djemly, 2021) (Fate, 2021) .

Satisfaction

Satisfaction tourist important in marketing destination because affect choice destination , consumption goods and services , quantity visit repeated , publicity from mouth to mouth , and loyalty destination (Sunaryo, 2020) . Satisfaction traveler could determined by comparison traveler about hope they to something destinations and experiences evaluative perceived on the spot destination (Muslim, 2021) . understanding about satisfaction traveler is tool base for evaluate performance products and services destination (Tabrani, 2021) . because _ that is , monitoring satisfaction traveler is Duty important for authorities / planners destination for get bait back and detect the problem it causes dissatisfaction possible tourists _ impact negative on future visits _ (Yetty, 2021) . because _ that is , assessment satisfaction traveler in connection with destination island could help manager destination adapt effort they for increase experience journey tourists and developing marketing strategies effective destination _ (Nabila, 2020) (Reffy, 2021) .

Amenities

Visitors hope to manager destination provide facility supporters like convenient parking , prayer room toilet (Fauziah, 2019) . Besides that exists lodging , location play kids are very supportive for visitors choose location tour (Rini, 2021) . this _ intended for visitors feel comfortable (Susilaningih, 2021) . Special for restaurant or house eat in the area certain really difficult look for halal food (Novika, 2018) . this _ caused the people in the area the majority non muslims . So that provide house eat halal _ no Becomes attention main (Adelia, 2021) . Research results previously state that the amenity matters positive and significant to interest visitors (Roejinandari, 2021) (Setiawan, 2021) .

Method

Approach study this quantitative with *structural* models *Equation* and analysis track to performance employee . Approach study capable predict improved deployment model performance employee (Russiadi, Nur Subianto, 2014) . The population in this study is every visitor who comes to Bukit Lawang. Withdrawal technique sample using accidental sampling. So that researcher set 250 visitors who come and vacation in Thing activity organization . Data collection techniques used are :

1. List of questions (*Questioner*), is method data collection with make a list of questions in form addressed questionnaire _ to respondent .
2. Studies documentation that is studying existing data in company and related with study this .

Research Results

Influence Amenities To *Brand Image* on Bukit Lawang

Based on results data analysis that has been conducted amenity take effect significant on the brand image of Bukit Lawang . Research results this support from results study previously stated _ that amenity take effect significant on brand image (Abdulhaji, 2016) . Tourist area that has facility tour capable make traveler have positive perception _ (Hidayatullah, 2021) . There is good amenities _ this this Becomes ingredient consideration for a traveler in To do decision visit object tour the (Rini, 2021) (Yacob, 2021) .

Influence Amenities To Satisfaction Tourists at Bukit Lawang

kindly direct based on results data analysis that has been conducted that amenity take effect significant to satisfaction tourism in Bukit Lawang . Research results this in line with results study (Roejinandari, 2021) which states that amenity take effect significant to satisfaction tourists . Next according to (Muslim, 2021) strengthen that object tours that offer various facility play child be one _ consideration traveler for choose holiday to the place the . Findings in study this show that amenities in Bukit Lawang _ gosh managed with professional management . So that many facility tour not maintained properly ok .

Influence Amenities To Satisfaction Tourists at Bukit Lawang Through Brand Images

Based on results data analysis performed show that in a manner no direct brand image has role significant in mediate amenity to satisfaction tourists in Bukit Lawang . _ Research results this support from results study previously stated _ that amenity take effect significant on brand image as well have impact to satisfaction traveler (Muslim, 2021) (Roejinandari, 2021) (Hidayatullah, 2021) . Implications findings in study show that Bukit Lawang known already many experience change big . Where from change the make traveler evaluate that beauty environment Becomes not enough natural . So that Thing this make traveler feel not enough satisfied from change existing environment . _

Closing

Based on results data processing can pulled sbueah conclusion that directly amenity effect _ significant on Brand image and satisfaction tourists on the hill Lawn . Next no _ direct amenity effect significant to satisfaction tourists on the hill Mace through brand image .

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