

Building Brand Love for Travelers Through Accessibility, Destination Image, and Emotional Energy in Individuals at Laut Tawar Lake

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Abstract. *Deep goals study This is for know directly influences accessibility, destination image, and emotional energy in individuals towards brand love. Type of research that is study quantitative. The population is previous tourists who have visited Lake Laut Tawar for at least two visits. Deep sample study This was taken with an accidental sampling technique of 100 tourists. Data was collected with a compiled questionnaire based on each indicator variable research. Analysis results study show that accessibility, destination image, and emotional energy in individuals direct influential significance towards brand love. The most dominant variable influencing tourist brand love is accessibility compared with destination image and emotional energy in individuals.*

Keywords: *Accessibility, Brand Love, Destination Image, Emotional.*

INTRODUCTION

Indonesian tourism is an influential industry in increasing the country's (Asbari, 2022). Regardless of growth, this thing needs tourists everywhere, not only in Indonesia. Tourists have seen their excellent prospects because of increasing requests for travel. Tourists are positioned as tools essential for introducing culture and beauty to the area concerned. Tourism is also capable of turning on the local return economy. Although managers may not no want to, they must pay attention and manage the environment around travel so you can attract interested tourists and make them want to return to the tour. Because industry tourism is also relatively friendly environmentally and oriented toward giving comfort to travelers (Suyar, 2022).

Amount visits for traveler foreigners coming to Indonesia from all over the world In June 2021, there were 140,845 visits, down 10.04 percent compared to June 2020,

totaling 156,561 visits, according to data from the Ministry of Tourism and the Creative Economy Agency. According to information obtained from the Ministry of tourism and Creative Economy in 2021, visit travelers abroad at 3 (three) doors out of 25 doors experienced a decline in June 2021 compared with June 2020 with details as follows: Ngurah Rai experienced an increase of 90.00%; Soekarno-Hatta experienced increase amounting to 1,379.43%; and Batam experienced increase amounting to 165.96%.

In the Gayo Highlands, Central Aceh Regency, A lake that became an objective tour popular named Lake Laut Tawar. Takengon City, the Mother City of Central Aceh Regency, is located on the west side of the lake. The government of Central Aceh is a moderate endeavor to bring more lots visitors, domestic and international, to Lake Laut Tawar for a holiday. The world has heard about Lake Laut Tawar's beauty in Central Aceh Regency. Apart from that, Central Aceh is famous as the best coffee producer in the world. Apart from that, the natural lake sea also has destination famous tourist attractions.

When consumers consider A brand as individuals who can love like others, they will create a love for the brand (Bech Larsen, 2010). Therefore, love brand and love romantic between person are two different concepts (Peng, 2020). Temporary Interpersonal love is a way of relationship, and love brand is interaction. One direction also, customers are not expected to want proximity sexual with the company, a frequent sentiment connected with interpersonal love (Rezaei, 2012). The tourism department Central Aceh Regency continues to be involved in activity moderate promotion to increase preference for travelers domestically rather than internationally.

One of the factors that influences tourist brand love is internal accessibility going to to destination object tourism. Accessibility is an element of convenience for travelers in reach areas. The objective tour is Good in distance and speed. Also, availability means transportation generally going to the location (Zainurossalamia, 2020). Conditioning is an excellent way to give trust to the traveler who accesses the destination object tour; this is fun (Saway, 2021). Accessibility to objective tours is considered important For increasing brand loyalty. If the accessibility is terrible, it is impossible for visitors To feel satisfied and yearn for a location. Good accessibility features like roads, airports, bridges, and other infrastructure are well maintained with their significant impact to interest tourists.

Destination image is known as a factor important in determining brand love (Darsono, 2017). Views, ideas, and impressions of somebody about something object can considered as an image. At the same time, an image location tour is called an image destination (Hussain, 2022). Destination image Is always formed from experience or fact, but it can become a factor of motivation or a strong driver for journey travelers to something destination tourism. Destination images based on the evaluation of travelers can vary from one person to another (Keller, 2016).

Emotional energy in individuals during this time was not yet intertwined strongly, especially in the Lake Laut Tawar area. Interaction still needs to be utilized to increase interest in travelers for holidays, especially domestically. Beauty, nature, and diverse communities around Lake Laut Tawar No give mark benefit better to travelers or the public. Travelers want to get natural beauty and existing services, but travelers want to intertwine mutual social relations and profitable goods in a way financial or non-financial. Results of research carried out (Mills, 2013) stated that emotional energy has a role in strengthening employee performance. A deep study study focused on improving the performance of employees. No test in a way comprehensive will profit in a way economical. Research results previously carried out by (Luery, 2015) state that negative emotions can be influential and significant in forming emotions in the environment and surroundings. Study this no study in a way profound nature of social interaction looks for profit or profitability.

LITERATURE REVIEW

Brand Love

Consumers will do all activities based on felt needs and desires (Rusiadi, 2023). Activity pushes consumers to behave rationally and rationally in fulfilling felt needs (Lubis, 2023). The feelings that arise to produce specific also encourage its realization of A pattern behavior. Wrong one form of psychological condition that pushes behavior is flavor love on a product (Lumba, 2019). Every person's perspective is different in interpreting love, specifically for a brands (Strien, 2016). Brand love is different from the level of satisfaction someone has, but it is defined as an involvement in something object-specific. brand love is a concept that has deep roots in popular culture (A. Ahuvia et al., 2020). Studies about brand love own several different paradigms because feeling love is related to psychological, social somebody (B. C. A. Ahuvia, 2006)(Bagozzi, 2012).

Brand love is degrees full emotional spirit to something brand-specific in a connection period (Joshi, 2021). Efforts made to use increasing relatively experienced marketing targets change along change trends, so components from a brand must be capable of creating strong, not only in connection to interpersonal (Aulianda, 2020). Brand love is a valued and essential review of behavior and consumer loyalty. Consumers will brand so that consumers are willing to recommend the brand to others (Darsono, 2017). Brand love also increases consumers' material consideration in purchasing a product or service (Dewi Sanjaya & Martono, 2012). So that can, brand love is understood as a combination of emotions, cognition, and behavior that have a role in creating that relationship strong.

Accessibility

Accessibility is one of the supports in tourism development (Jasmine, 2020). The more accessible access to tourist destinations, the more secure and comfortable it will be for tourists on their journey (Radha, 2020). Accessibility can also be interpreted as the ease of tourists reaching or going to and while at a tourist destination because of the availability of interconnected facilities and infrastructure, both physical and non-physical (Dian Ariesta, 2020). According to (Kalinic, 2021), improving good accessibility starts from easy road access to tourist attractions. This convenience will speed up travel time for tourists. The faster access to tourist destinations will undoubtedly give a positive impression in the eyes of tourists. Connecting existing accommodation to increasing tourist interest cannot, of course, be separated from the role of good accessibility (Nizar, 2020). The roads' condition helps move tourists from one place to another (Sudigdo, 2020). So it can be stated that accessibility is size, convenience, and location for reachable from a location other through system transportation (Kalinic, 2021). Size affordability or accessibility covers convenience time, cost, and displacement effort between places or areas (Suleman, 2020). Therefore, when a destination object tour is leisurely for tourists to visit naturally, it will give rise to a good impression in growing loyalty to visit again in the future (Biswas et al., 2020).

Destination Image

Brand image is the perception of the consumer to brand something formed product from information obtained from the consumer through experience using the product (Wicaksana, 2020). Brand image is consumers' response to something based on the good and the bad memorable brand consumer (Jian, 2021). Brand image is beliefs formed in

the mind of consumers about object products that have been felt (Nguyen, 2020). Brand Image represents the whole brand perception and is formed from information and past experiences of the brand (Eko Susanto, 2020). The image of a brand relates to attitude in the form of beliefs and preferences for something brand (Suleman, 2020). Consumers who own a positive image of something brand will be more likely to purchase (Lu, 2020). Destination image is a milestone and has a strategic role in the success of tourist destinations (Hasan et al., 2020). This is because an objective tour image will give a separate corner field for the public to evaluate the quality of the destination tour (Jaunky, 2020). If image tourism in the community good can increase visit return tourists, I see home and vice versa. So, the destination image becomes a priority for tourists attracting visitors (Abror, 2022). Brand or brand image is impression positive on brand implanted product company to mind consumer. Consumers measure brands with consideration in choosing or evaluating image brands something, products with positive impressions in their field, such as reputation products and advantages products as well as easily recognized (Mamun, 2019)

Emotional Energy In Individuals

The concept of emotional energy is a concept with positive and energizing feelings that come from the presence of individuals becoming involved in ritual interactions (Llewellyn, 2020). Associated with 'a kind of electricity' and 'increased excitement. Everyday emotional rhythms are established by group assembly through physical presence, barriers to outsiders, aligned focus/goals, and general emotional experiences (Baker, 2019). Emotional energy impacts strong solidarity between individuals and groups (Dellis, 2002). This theory states that four initial conditions (the ability to gather, standard linguistic and behavioral norms, and a shared focus of attention) create boundaries for outsiders, allowing the formation of social groups through chains of interaction rituals (Maloney, 2013). Emotional energy is the product of the successful exchange of cultural capital and signals stable social bonds. Emotional energy will increase if the situational outcome is greater than the individual's expectations and decrease if the situational outcome is below the individual's expectations. Emotional energy levels will be maintained if individual expectations are met (Sterchele, 2020). The concept of emotional energy is generating increasing scientific and popular interest. Research spans a wide range of disciplines (psychology, sociology, organizational

behavior, network science) and levels of analysis: micro (individual-level emotional energy), meso (dyadic or relational energy), and macro (group emotions, energy networks) (Mills, 2013). Emotional energy causes a person to be able to do a job or action optimally to achieve what he or she wants (Luery, 2015). Emotional energy provides a strong drive within a person to do their best (Tang, 2020). This has an impact on reducing a person's stress or workload. Emotional energy gives a person sensitivity to the surrounding environment. This sensitivity causes good social interactions to occur (Glozer, 2022). So, emotional energy can make the person active in certain groups.

RESEARCH METHOD(S)

Research approach This is quantitative. The population is previous tourists who have visited Lake Laut Tawar for at least two visits. Deep sample study this was taken with an accidental sampling technique of 100 tourists. A deep data collection study Uses a compiled questionnaire based on each indicator variable research. The technique analysis data study uses analysis statistics, i.e., structural equation model Smart- based Pls.

FINDINGS AND DUSCUSSION

Hypothesis Test

Table 1. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Information
Destination Image (X1) -> Brand Love (Y)	0.372	0.365	0.215	3,105	0.002	Significant
Accessibility (X2) -> Brand Love (Y)	0.443	0.452	0.209	5,382	0,000	Significant
Emotional Energy In Individual (X3) -> Brand Love (Y)	0.562	0.574	0.349	2,237	0.001	Significant

Influence Accessibility to Tourism Brand Love

Based on the results, data analysis shows that, in a way, accessibility has a direct effect on the positive and significant tourism brand love of tourists at Lake Laut Tawar. Research results (Law, 2018) state that accessibility significantly improves tourists' satisfaction. Good accessibility creates a beautiful impression for travelers when visiting destination object tourism. Feeling satisfied with the direct traveler having brand love is

difficult to forget. Furthermore, (Chhanda, 2020) stated that accessibility significantly affected tourists' satisfaction. Feeling satisfied this cultivates a sense of love for a visit repeat in the future. Final also stated that a factor key to increasing brand love is good accessibility. Facilities and infrastructure supporting activity tours are the key to bringing tourists. According to (Rodrigues, 2019) state, the effort to give a sweet impression to every traveler who visits the destination object tour started with ease in accessibility going to tour that. Furthermore, (Peng, 2020) emphasizes that accessibility is the essence of all activity tourism in increasing tourists. Implication findings in the study this shows a lack of light lighting on the road kingdom menu Tawar Lake area lots of complaints by tourists. Although travelers are No new to Lake Laut Tawar, tourists also hope the lighting is very needed.

Influence Destination Image to Tourism Brand Love

Based on the results, data analysis shows that destination image is influential and significant to tourism brand love. Furthermore, the study's results (Nugroho, 2020) state that an influential destination image significantly increases brand love. This can be interpreted as guarding a good image of the destination object tour can cultivate a sense of love for destination object tourism. The research results (Cuong, 2020) mention that the image in the destination object tour causes a traveler to feel that miss for visits return with the person he loves. Research results also corroborate that the destination image significantly increases a person's brand love among tourists. According to (Darsono, 2017), the image attached to the destination object is based on the local community's wisdom, capable of increasing feelings of love for tourists. According to (Achmad, 2021), someone with a positive perception of an object tour will find it challenging to accept stimulation from outside, which states that the destination object tour is better than the previous experience. Implication findings in the study this is Lake Laut Tawar's assessed capability to provide a sense of comfort for every visiting tourist: To fill in a full-time holiday together with family or colleague work. Furthermore, the beauty of Lake Laut Tawar still maintains order and functional forests in the Laut Tawar Lake Area. The aim is to increase the existing water discharge. No experience of drought or shrinkage. The role of government is expected to present firmly to open land or forest as well, and freshwater fish cultivation must supervised in a way. When the sea is fresh, the more polluted the quality and quantity of the water will reduce the beauty that exists.

Influence Emotional Energy in Individuals to Tourism Brand Love

Based on the results of data processing using Smart PLS, direct emotional energy in individuals has an influence that is positive and significant to tourism brand love. Research results this is in line with a previous study by (Luery, 2015), which states that emotional energy will increase if the situational results are more enormous than the hope individual and decrease if the situational results are below the hope individual. Energy level will maintain if the hope of the individual is fulfilled. Furthermore, (Ma, 2002) states that emotional energy triggers solidarity groups to intertwine more interaction-wide. Energy emotions about yourself daily can be positive or negative when someone's negative emotional tendencies result in the termination of social relations with society around the environment. Emotions have essential meaning in building a sense of love for tourists. When emotional, this is negative. A traveler will keep moving to the destination object and tour others. Implication findings in the study this shows that tourists who have a bond based on ethnicity, religion, and children nation can give energy in move interest travelers for active in trying activity progress of the domestic tourism industry. Burn emotion traveler with keep going gives a sense of nationalism to resilience economy nation joins in influence soul a traveler in seeing interest together.

CONCLUSION AND RECOMMENDATION

Based on the results analysis and discussion, the researcher's conclusion is as follows:

1. Direct destination image is influential and significant to tourism brands who love tourists at Lake Laut Tawar.
2. Direct accessibility is influential and significant to tourism brands who love tourists at Lake Laut Tawar.
3. Direct emotional energy in individuals influential and significant to tourism brand love tourists at Lake Laut Tawar.

Based on the conclusion above, there are suggestions given to study This between others as follows:

1. This should increase a person's tourism brand love travelers, especially Lake Laut Tawar. This emphasized the worthy legacy Rabika Gayo Coffee is proud of. As Indonesian coffee is valued, it has become a traditional culture that must inherited by the young generation. Required coordination institutional for farmers, groups

tani, Central Aceh Government, Govt Aceh Province, and even Central Government in promoting and ensuring the quality of Gayo Arabica Coffee is satisfactory to consumers, especially internationally.

2. Should access instruction road or signs that provide sign distance between one location object tour with object tour other available at each intersection road or in place destination object tourism. This thing aimed at tourists gets information essential and decisive as a medium for attractive travelers visiting another location.
3. Should activity or cultural events improve in attracting tourists for a holiday to Lake Laut Tawar. Activities like cultural arts performance Lut Tawar, Gayo Art Carnival, Gayo Art Village, Parade boat decoration, and boat racing competition. However, activity such as sports tourism is also needed, like an international marathon race, road relaxation, swimming in a water boat, and boat dragon. The goal is to increase the bond of emotional tourists who have hobbies.

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