

ENHANCEMENT OF BRAND LOVE RESONANCE CAPABILITIES ON DESTINATION LOYALTY: S-DL PERSPECTIVE

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ABSTRACT

The emergence of inconsistencies in study findings regarding destination brands does not contribute to an increase in customer loyalty toward tourist destinations. Furthermore, exploring the capacity to expand affection for the brand is a meaningful topic within the tourism business phenomenon. Therefore, it is crucial to examine how well the tourism business can reflect the affection for the destination brand. This study aimed to explore and develop the conceptual and empirical relationship between brand authenticity and destination loyalty. To conduct the analysis, a quantitative method was selected, using a sample of 297 respondents in Central Java, Indonesia. The data collected from distributing questionnaires were then processed using SEM-PLS software. Furthermore, the study was grounded in the Service-Dominant Logic perspective and focused on operant resources with the potential to enhance the value of natural destinations by capturing the emotional resonance of the destination brand. The results showed that loyalty goals were empirically and practically increased by creating a context-based model and leveraging the capability of brand love resonance. The approach addressed the gaps in prior studies and provided tourism actors with the means to consider external characteristics.

Keywords: brand authenticity, brand love resonance capability, destination loyalty

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1. INTRODUCTION

Tourism growth is a marketing tool for services that are derived from natural resources of high welfare (Hurth & Whittlesea, 2017). Furthermore, tourist destinations can consider long-term relationships between marketing actors using a fresh perspective on marketing science (Dwyer, 2018). The significance of services should be accorded greater value in goods-centered marketing since the process may be rendered challenging to comprehend (Vargo et al., 2017). Therefore, there is a transition from a good-dominant to a service-dominant appearance. Tourist loyalty can be attained through developing quality relationships and creating shared travel experiences, as demonstrated by a tourism service-centered marketing perspective (Blazquez-Resino & Molina, 2015; Horbel, 2013; Li et al., 2021; Luo et al., 2019). Marketing is also a viable social and economic process (Vargo, et al., 2020; Vargo & Lusch, 2014). The genuineness of the location is the key determinant in selecting tourism locations to increase adherence. Consequently, land or tourist destinations are categorized as operand resources, which refer to places where operations or actions are conducted to have an impact. Companies with significant operand resources and advanced technology can efficiently turn operand resources into output from a goods-centred perspective (Fehrer & Vargo, 2022; Vargo, et al., 2020). Understanding the origin of local natural tourism becomes crucial to transforming retail locations into service hubs and maximizing traveller destination loyalty.

The results of earlier study in China show that the existence of heritage sites affects customer loyalty, with existential authenticity serving as a prerequisite (Fu, 2019; Yi et al., 2018; Yi et al., 2017). Additionally, the genuineness of a location indirectly affects the desire to promote the concept (R. Chen et al., 2020b). The authenticity of destination brands is based on cultural differences when the concept is defined using brand virtual platform sites (Jiménez-Barreto et al., 2020; Khan & Fatma, 2021). Prior studies on tourist loyalty were accomplished by improving connection quality and service orientation while generating shared travel experiences (Ahn et al., 2020; Evans, 2016). This study examines how efforts mirror the extent of love for the destination brand and its authenticity to its origins. Therefore, as a novel propositional variable, it presents a new postulate that can effectively echo the love for the destination brand.

A compelling explanation for the paradoxical link sandwiched between destination brand authenticity combined with destination loyalty still needs to be offered by numerous earlier studies. Kolar and Zabkar (2010) suggested that existence significantly impacts loyalty, which explains the concept. Fu (2019) also found that tourist loyalty to heritage sites is influenced by existential authenticity rather than intra- or interactive truthfulness. Affective loyalty has a more significant impact on conative fidelity than reasoning. In contrast to Loureiro (2020), the authenticity of the destination is negatively correlated with an influence on recommendations. Visitors are more inclined to speak negatively of a place. According to Hsu et al. (2021) in the sphere of culinary events or food festivals published in 2021, not all emotive conditions are motivated by factual truth. There exists an inverse relationship between pragmatic legitimacy and fulfillment, indicating that individuals require less satisfaction when they are genuinely interested in diverse culinary cultures.

The seven fundamental components of brand love are inconsistent, involving self-brand combination, excitement-based behavior, encouraging passionate joining, long-term connection

and expected release of pressure. According to Batra et al. (2012), higher brand love influences a person's behavior toward participating in brand creation favorably. Another encouraging finding from Zhang et al. (2020) is that the goals of brand love are indirectly influenced by beauty and trust. This is because the destination brand may foster a romantic relationship with both past and new tourists.

Jiang et al. (2017) discovered that first-time tourists' long-term interactions with trademarked destinations were negligible in predicting destination brand loyalty in contrast to more than 500 visits to the Shanghai Disney Resort. According to Hidayah (2020), which also confirmed brand love through social media, Facebook has a negative and important impression on brand loyalty. Instagram's social media impact on brand loyalty cannot be mitigated by brand love. Safeer et al. (2020) stated that brand love was significantly influenced by sensory and affective experiences but by intellectual and behavioral experiences. Another aspect of brand love with a detrimental effect is the mediating function of authenticity (Raza et al., 2021). To maximize goal loyalty, it is essential to relate to the target brand and provide a hopeful message both internally and on social media.

Travel enthusiasts display a significant inclination towards the captivating tourist sites of Indonesia, highlighting the enduring impact of destinations that boast remarkable amenities and unspoiled natural landscapes on the minds of travelers. Indonesia was specifically selected due to its potential in offering visitors a more genuine encounter with nature. An entity possesses the ability to make substantial advancements by providing essential assistance to individuals seeking access to its limited resources. Consequently, a destination of inherent value is skillfully crafted and marketed in collaboration with clientele and other partners, transforming it into a valuable proposition (Stephen L. Vargo & Robert F. Lusch, 2008). The six markers of goal loyalty intention to revisit, intention to suggest, and encouragement to persuade others to visit, are the criteria that determine the value of goal loyalty. The seventh factor stated by Joo et al. (2020); Kim and Thapa (2018) include infrastructure, cultural fervor, and security, serving as a benchmark to assess the rise in goal loyalty.

To gain a meaningful understanding of the Service-Dominant Logic perspective, it is crucial to distinguish between operant and operand essential categories of resources. Examples of operant resources include land, vegetation, animals, and other natural resources. Customers are considered valuable resources since they can be segmented, influenced, and simplified through different strategies. Meanwhile, operand resources are affected or influenced by other resources to create additional value. An operative resource is drawn from the beauty of a tourism destination with a spiritual bond value through advertising media or sources of information to potential tourists. Additionally, the natural resources from the authenticity of the destination brand encourage prospective tourists to boost the amount of real resources and produce more operant reserves from the location.

Resonance capability is rooted in physics and computer science technology (Kantabutra & Avery, 2010; Watanabe et al., 2012), social science (Kopp, 2010), and marketing science (Granados et al., 2011; Kenning et al., 2007). This concept encompasses several vital elements. Firstly, it is crucial to establish the customer's distinct role in the creation of resonating value, considering their unique perspective, phenomenological experiences, and the application of market offerings. Secondly, these capabilities must be deliberately designed with attributes to amplify the resonance towards external targets, even those that are geographically distant. Thirdly, resonance capability must have

the ability to resonate with the value of the product. As evidenced by Shang et al. (2017), incorporating the notion of enhancing consumer resonance as a key attribute holds a significant influence over the perception of product users. From the perspective of Service-Dominant Logic (S-DL), the relationship between the resonance capability of destination brand love and the potential to foster the concept can be understood as follows (Fu, 2019). Efforts to increase destination brand affection based on existential authenticity are a precursor to visitor loyalty to heritage sites. Destination brand devotion is a feeling people experience when genuinely connecting with the destination (Strandberg dan Styvén, 2019; Swanson, 2015). This location evokes affection for the location and loves for its values (Swanson, 2015). Another support from the S-DL perspective is provided by Ferdinand (2021), where value as a critical factor for destinations must attract visitors, such as consumers creating shared value or maintaining performance through benefits.

The consequence of the brand's love and resonance capability in spanning the disparity amongst goal product authenticity along with destination loyalty contributes significantly to gaps. The outcomes of the Hiong et al. (2020) synthesis, where the ability to resonate innovation needs to be echoed from market orientation to increase marketing performance, can be used to explain this concept. An added basis for goal product commitment, built by R. Chen et al. (2020b), includes target brand name accuracy and purpose product self-match—as well as the associated outcomes of "return intent" and "recommend intent." The connection between objective label truthfulness and loyalty, as mediated by the capacity to resonate the love of the destination brand, has not been covered by any other study. The focus of destination brand resonance is the capacity to reinforce a cohesive attitude of different emotions that join and form an attitude to resonate with the love of the destination. Therefore, discussing the impression of destination style validity on goal fidelity in this study is crucial.

2. LITERATURE REVIEW

2.1. *Destination Brand Love Resonance Capability in the Framework of Service-Dominant Logic (SDL) Perspective*

Service-Dominant Logic (SDL) is a marketing concept that emphasizes the priority of services companies in internal company exchange processes involving clients or consumers. The necessity for marketing to focus more on resources, value creation, and relationship marketing has led to the development of the Service-Dominant Logic (Lusch & Vargo, 2006). Based on available resources within an organization, this service design joins two or more entities to integrate expertise and procedure. One tenet of the dominant logic service theory emphasizes the role of the patron in value creation, where value is shaped singularly plus phenomenologically and determined through market offerings based on unique individual perspectives and specific contexts, such as time, place, and social settings. The resources can take the shape of organizing, information, sharing technology, and human resources. *Service* is a system that integrates numerous current resources, as stated by Lusch and Vargo (2014). This system is linked to an organization or institutional logic to accomplish shared objectives. Through the dominant logic paradigm, Lusch and Vargo (2006) contended that consumers might produce and define value.

The emotional investment of consumers in a particular brand is measured by the idea of "brand love resonance" (Carroll & Ahuvia, 2006). Brand love is a powerful emotional experience in the sense of interpersonal ties and the relationship between customers and brands, according to Hwang and Kandampully (2012). Brand resonance pertains to the strength of the consumer's psychological connection with a brand, as evidenced by their frequency of repeat purchases, active efforts to seek information about the brand, and other behaviors (Keller et al., 2011). Brand sentiments represent a customer's emotional reaction, while resonance describes the type of affiliation consumers possessed with the brand (Abd Aziz & Yasin, 2010).

2.2. *Destination Brand Authenticity and Destination Loyalty*

Authenticity embodies genuine, untarnished, and sincere manifestation in terms of profound qualities and traits. The credibility and trust that consumers place in a brand are directly intertwined with the authenticity of brand within the realm of product marketing (Beverland, 2005). The establishment and perpetuation of a thriving brand are contingent on brand authenticity since it engenders a unique brand identity and facilitates robust and profitable associations (Beverland, 2005; Keller, 2008). Credibility and trust in a brand are directly tied to authenticity in product marketing (Beverland, 2005). Meanwhile, consumer views of brand authenticity can support personal buying interests and after using the product or service, a positive perception is created. Building and maintaining a successful brand depends on authenticity since the concept creates a distinctive brand identity and offers powerful and lucrative linkages (Beverland, 2005), as well as provides strong and profitable associations (Keller, 2008).

In the increasingly competitive landscape of tours, organizations engage in fierce competition, and this trend is expected to intensify further. Destination loyalty is one of the metrics used to assess the efficacy of marketing initiatives to boost destination competitiveness. This is because the concept is closely tied to tourist behaviour right after a trip (R. Chen et al., 2020a). Loyalty represents a significant aspect of both behaviour and attitude. It is worth emphasizing that loyalty towards a destination is shaped by the traveller's perception of the location and how potential tourists interpret the information shared by previous visitors. Therefore, for destination loyalty to be impactful, the image must create a positive impression in the minds of tourists. To assess destination loyalty, measurement tools commonly employ three indicators, namely intentions to return, recommendations, and positive ratings (Yoon & Uysal, 2005). The requirement for accuracy is met and there is a direct relationship between Destination Brand Authenticity and destination loyalty.

H1. Destination Brand Authenticity has a certain influence on destination loyalty.

2.3. *Destination Brand Authenticity and Destination Brand Love Resonance Capability*

According to Morhart et al. (2015), destination brand authenticity refers to the extent to which consumers recognize a brand as being accountable, supportive of customers' self-expression, reliable to tourists, and committed to sustainability. As an example, many destinations utilize virtual reality technology to showcase authenticity and enhance interactions with tourists. The tourism industry offers an opportunity to engage in genuine experiences outside the constraints of

everyday life (Naipaul et al., 2009). Managers have understood that a key source of tourism destination attraction is the perceived genuineness of the travel experience (Kolar & Zabkar, 2010). Building a brand's credibility and considering customer identity are two components of brand authenticity (R. Chen et al., 2020a; Kozinets & Handelman, 2004). Brand authenticity denotes a commitment to quality, a source of origin, and a continuation of the brand's essence, with an impact on consumer behaviour (Napoli et al., 2014).

Brand love can be delineated as the magnitude of fervent affinity that individuals harbour towards a particular brand (Carroll & Ahuvia, 2006). According to Hwang and Kandampully (2012), it is a powerful emotional experience in interpersonal connections as well as consumer-brand partnerships. Customers may develop a profound affection for a brand when perceived as a distinct entity, similar to a familiar acquaintance (Ranjbarian et al., 2013). The brand's reputation suffers and may be boycotted when there is a negative impact. The negative consequences of brand faults are determined by customer factors such as cultural norms and ideals. Furthermore, the perceived resonance of the bad behaviors impacts the severity of unpleasant reactions (Klein et al., 2004). In the study Carroll and Ahuvia (2006), one of the features of brand love is an optimistic assessment. Therefore, it is critical to preserve the brand's attractiveness to generate good reactions. This is because there is a positive relationship between Destination Brand Authenticity and Destination Brand Love Resonance Capability.

H2: Destination Brand Authenticity has a certain influence on Destination Brand Love Resonance Capability

2.4. *Destination Brand Love Resonance and Destination Loyalty*

According to Batra et al. (2012), three factors contribute to brand love, namely an excellent emotional attachment, solid brand integration, and desire-driven behaviours. In a study of brand communities, Bairrada et al. (2018) confirmed the significant influence of brand love on positive behavioural consequences like word-of-mouth, eagerness to pay more, and loyalty. Brand love directly impacts loyalty, according to Drennan et al. (2015). Brand resonance is the intensity or extent of consumer psychological attachment, as evidenced by the intensity of repurchasing, customers seeking information about the brand, and various other activities showing loyalty (Keller et al., 2011). Even though brand feelings refer to the customer's emotional response, brand resonance deals with the life of the consumer's. This shows the importance of having a strong bond between the consumer and the brand (Keller et al., 2011). Furthermore, resonance outcomes show an amicable relationship between consumers and brands (Sharma & Patterson, 2000). The first step is for a manager to persuade the consumer to prefer the brand, build confidence and loyalty, and ask friends to purchase the product (RasouliDizaji et al., 2012). Destination Loyalty rises when the destination brand resonates well with the consumers.

H3. Destination Brand Love Resonance Capability has a certain influence on destination loyalty.

2.5. *Destination Brand Authenticity, Destination Brand Love Resonance Capability and Destination Loyalty*

Brand authenticity is a valuable concept in understanding the process selection of tourist destinations (Baloglu & McCleary, 1999) as well as an important component of equity (Keller &

Swaminathan, 2019). According to Tasci and Gartner (2007), the pressure on a location's image is essential for successful tourist growth and destination marketing due to its impact on the supply-side domain and demands marketing. Goal image is a notion that has been expanded from its original context to be analyzed and related to numerous fields, including marketing, (Gallarza et al., 2002). Marketing scientists are attempting to delve deeper into the relationship between the two after comparing the study of brand authenticity against brand love. The objective is to explore the potential of destination brand love resonance as a catalyst for fostering destination loyalty. This is motivated by the inconsistent findings concerning the relationship between destination brand authenticity and intention for loyalty. Furthermore, the concept of brand love resonance is considered to serve as a mediating factor. The appeal of a brand is determined by the extent of relevant associations formed as a result of brand exposure. A greater number of appropriate associations established leads to increased brand loyalty (McDonald, 2015). Consumers' perceptions are influenced by market size, consumer purchasing habits, and volume of sales, as well as the distance from the ideal point (DeSarbo et al., 2002).

H4. Destination Brand Authenticity Has a Positive Effect on Destination Loyalty Mediated by Destination Brand Love Resonance Capability

3. METHODOLOGY

This study was conducted to elucidate the variable relationship between destination brand authenticity and loyalty by using brand love resonance capability as a mediator. To gather respondent information, questionnaires, and interviews were conducted with 297 tourists who had visited various destinations. The data collection took place over four months, spanning from September to December 2022, among visitors to tourism destinations in Java, Indonesia. The SEM-PLS route analysis was employed to examine the mediation contribution of Destination Brand Love Resonance Capability, which remained concealed. The findings effectively reconciled the conflicting association between destination brand authenticity and loyalty. Questionnaires and interviews were used as data collection methods, comprising two sections. The first section encompassed demographic information such as gender, age, educational qualification, job, and the frequency of consumer visits to top tourist spots within one year, as well as the surrounding environment. The second section consisted of elements used to measure destination brand authenticity, brand love resonance capability, and loyalty.

The measurement of destination brand authenticity comprised 6 items, adopted from Batra et al. (2012); (Q. Chen et al., 2020; Gao et al., 2020; Kososki & Prado, 2017; Morhart et al., 2015; Prados-Peña & Gutiérrez-Carrillo, 2019); Wu et al. (2020) Destination Brand Love Resonance Capability comprised 5 items adopted from Author Contribution. Meanwhile, destination loyalty was measured from 6 items and adopted from Chen and Gursoy (2001); Joo et al. (2020); Kim and Lee (2018).

3.1. Variable Measurement

Variable quantity items were converted from past studies and modified to meet the objectives. Furthermore, a five-point Likert scale was used to assess all aspects. Study variables and their quantity values can be seen in Table 1.

Table 1. Variable Measurement Instruments

Variable	Dimension	Indicator	Sources
Destination Brand Authenticity (X)	Quality Commitment (X1)	The initial evaluation of the destination's quality includes a return visit..	Batra et al. (2012); (Q. Chen et al., 2020; Gao et al., 2020; Kososki &
	Essence (X2)	Fun is what I consider to be most vital when traveling.	Prado, 2017; Morhart et al., 2015; Prados-Peña &
	Nostalgic (X3)	I'll return to the historical memory journey.	Gutiérrez-Carrillo, 2019); Wu et al. (2020)
	Originality (X4)	Despite recent upgrades, the tourist hotspot still seems authentic.	
	Integrity (X5)	Anywhere I go, I'll attempt to respect the regional traditions.	
	Symbolic (X6)	I like to look for significant tourist attractions when I go.	
Destination Loyalty (Y)	Intention to revisit (Y1)	I'll stay at the location and on the scheduled time.	Chen and Gursoy (2001); Joo et al. (2020); Kim and Lee (2018)
	Intention to recommend (Y2)	I'll invite friends to come and visit.	
	Encouraging others to visit (Y3)	Positivity when discussing the places you've been.	
	Convenience availability Transportation (Y4)	I would be so thrilled if there were public transport.	

	Cultural uniqueness (Y5)	I'll find it more appealing if the local culture is authentic.	
	Security Visit (Y6)	The feeling of security in a location is much more important for tourists.	
Destination Brand Love Resonance Capability (Z)	Relevance of Positive Attitude (Z1)	At every tourist destination, I'll leave a great first impression.	Author Contribution
	Emotional connection involvement (Z2)	Wherever I go, I'll feel the same sensation of tranquilly.	
	Advocacy for brands (Z3)	I'll keep advising people to choose their travels in the same manner that I did. I'd want to post a picture of a cool place on social media.	
	Proactive Designing promotional media (Z4)		
	Configure knowledge and experience (Z5)	I try to educate myself about local cultural customs.	

3.2. Data Analysis

The main purpose of the study was to explore and develop the conceptual and empirical relationship between brand authenticity and the objectives set for destination loyalty. Therefore, structural equation modelling (SEM) was considered a suitable statistical tool for this study, as SEM-PLS was capable of handling complex models with a large number of latent variables and constructs (Henseler et al., 2009). On small sample sizes and in the presence of complex models, SEM-PLS approaches were successfully employed. Furthermore, SEM techniques were utilized to assess mediation results, taking into consideration the timing aspect (Tabachnik & Fidell, 2012). In this study, a complex model consisting of three variables and 17 indicators was utilized. It should be noted that SEM-PLS was capable of handling such complexity effectively.

3.3. Measurement Model

The validity test encompassed both convergent and discriminant validity. When comparing two sizes of the same item, the investigation focused on convergence validity. A loading factor of 0.7 and an AVE value greater than 0.5 were required for convergence validity (Hair et al., 2010). The

discriminant's validity is evaluated by equating the AVE values of the two constructs with the square of their correlation. Corresponding to the Fornell and Larcker (1981) criteria, the square root of the AVE value for each component must be more significant than the correlation value amongst constructs in a model. The load criteria for the normality test are met, and Cronbach's alpha is more significant than 0.7 since a value of 0.6 is tolerable (Hair et al., 2010).

According to Table 1, there were 62% and 38% female and male respondents. According to the age range, the advantage of accused (51.5%) was between the ages of 20 and 25. Data on respondents' educational status shows that more than half (52.2%) are in high school. Additionally, 33.3% were undergraduates, followed by respondents with diplomas (4.0%), master's degrees (11.0%), and doctoral degrees (2.0%). About 60.7% of those surveyed have gone more than three times each year. Students made up most of the respondents who visited (67.3%), and 53.5% wanted to visit all well-known locations.

Table 2: Demographic Profile of Respondents (n=297)

No.	Description	Characteristics	Total	%
1	Sex	Male	113	38.0%
		Female	184	62.0%
		Total	297	
2	Age	< 20 years old	80	26.9%
		> 20 years old	194	65.3%
		> 30 years old	14	4.7%
		> 40 years old	7	2.4%
		> 50 years old	2	0.7%
		Total	297	
3	Education	Senior High School	155	52.2%
		Diploma	12	4.0%
		Bachelor's degree	99	33.3%
		Master's degree	11	3.7%
		Doctoral Degree	2	0.7%
		Others	18	6.1%
Total	297			
4	Jobs	Student	200	67.3%
		Entrepreneur	43	14.5%
		Professional	8	2.7%
		Private Employess	35	11.8%
		Government Officials	11	3.7%
		Total	297	
5	The second visit will last one year.	At least once a year	88	29.6%
		At least twice a year	70	23.6%

		At least three times a year	44	14.8%
		A year more than 3 times	95	60.7%
	Total		297	
6	The environment at the top tourist spots	Mountains	43	14.5%
		Beach	57	19.2%
		Culinary	38	12.8%
		All Place	159	53.5%
		Total	297	

4.1. Discriminant Validity

To evaluate discriminant validity, it was essential for the structural equation modelling (SEM) model to effectively differentiate between distinct constructs or variables and not perceive them as synonymous with one another. This assessment involved calculating the square root of AVE and comparing the concept to the inter-correlation among the variables. Furthermore, when the square root exceeded the correlation between the variables, the instrument had strong validity (Hair et al., 2017). According to Table 3, the instrument is judged as authentic where the AVE square root value exceeds the correlation between variables.

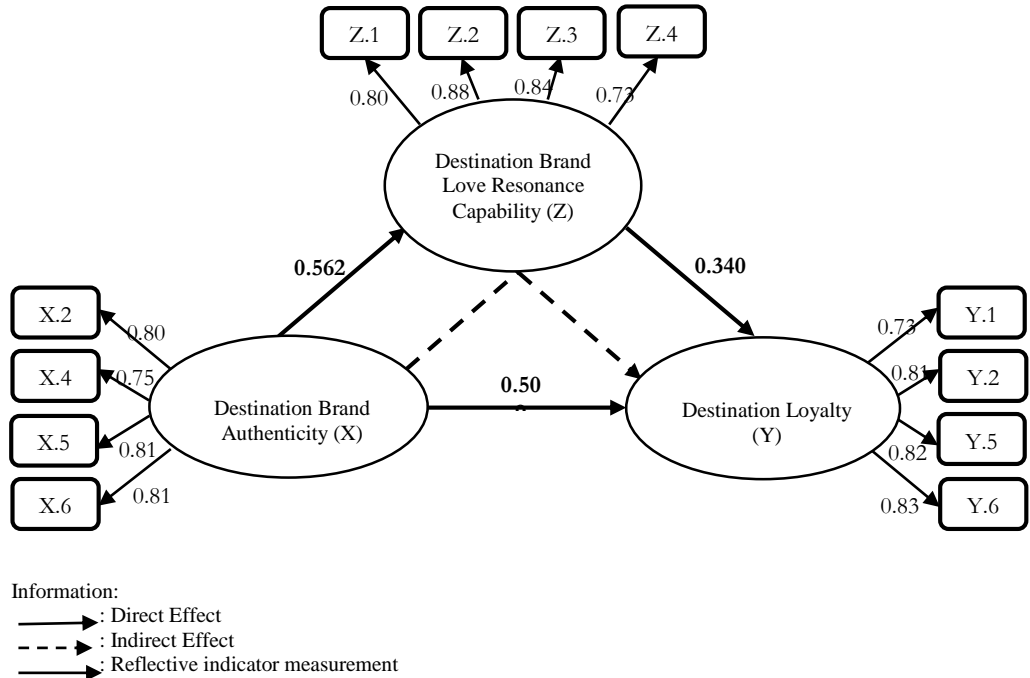
Table 3: Discriminant Validity Using HTMT Ratio

Variable	DL (Y)	DBA (X)	DBLRC (Z)
Destination Loyalty (Y)	0.800		
Destination Brand Authenticity (X)	0.700	0.798	
Destination Brand Love Resonance Capability (Z)	0.626	0.562	0.821

Notes: DBA = Destination Brand Authenticity, DL = Destination Loyalty, DBLRC = Destination Brand Love Resonance Capability, Data processed 2022

4.2. Structural Model

Figure 1. Full Structural Model of Destination Loyalty



The study proposed four hypotheses and it was observed from the analysis of Table 4 and Figure 1 that all the suggested hypotheses were accepted. The results indicated the following (1) Destination brand authenticity had a positive and significant effect on the resonance ability of the destination brand's love, (2) the resonance ability had a positive and significant impact on destination loyalty, (3) Destination brand authenticity demonstrated a positive and significant influence on loyalty, and (4) the ability of destination brand love resonance mediated the relationship between destination brand authenticity and destination loyalty.

Table 4. Hypothesis Testing

Hypothesis		Original Sample	Standard Deviation	T-Value	P-Values
H1	DBA (X) → DBLRC (Z)	0.562	0.051	11.020	0.000
H2	DBLRC (Z) → DL (Y)	0.509	0.058	8.737	0.000
H3	DBA (X) → DL (Y)	0.34	0.058	5.890	0.000
H4 (Me)	DBA (X) → DBLRC (Z) → DL (Y)	0.191	0.039	4.919	0.000

Source: data processed, 2022

Me = Mediation Effect, DBA = Destination Brand Authenticity, DL = Destination Loyalty, DBLRC = Destination Brand Love Resonance Capability, Data processed 2022

4. RESULTS AND DISCUSSION

The starting point for this study is the discrepancy between brand authenticity and tourist loyalty. The objective is to construct a framework that addresses these issues, incorporating destination brand love resonance capability as a mediator between destination brand authenticity and loyalty. Destination brand love resonance capability refers to the capacity of a tourist destination to elicit profound happiness and emotions, resonating deeply within their minds, hearts, and souls. This is achieved by nurturing a strong bond between tourists and the visited areas through emotionally impactful experiences such as natural beauty, cultural diversity, local hospitality, and positive interactions with the environment. The implications of this capability are significant since it can greatly influence a consumer's likelihood to return, share their experiences with others, and develop unwavering dedication to the destination. According to the findings, destination brand love resonance capability can mediate the influence of brand authenticity and loyalty. Customers with strong feelings of love and respect for a brand are more likely to be loyal. Furthermore, they are more inclined to buy again and to be more forgiving when mistakes or difficulties occur. In this situation, brand love acts as a link between authenticity and customer loyalty. It fosters an emotional relationship between the customer and the brand (Ghorbanzadeh & Rahehagh, 2021), resulting in continued loyalty.

According to the study, destination brand authenticity and capability for love resonance are correlated favourably. Genuine locations speak to quality and culture (Zhang et al., 2021b). Brand love resonance is a special tendency of destination brands to elicit strong emotional reactions and connections with travellers. Tourists forge a deeper connection and emotional attachment to a destination when perceived to genuinely embody their values, beliefs, and expectations, establishing authenticity. The appeal of tourism hinges on the credibility and authenticity of the destination brand (Fu et al., 2017). Meanwhile, the distinctive charm of the region's visual culture and landscape architecture is best shown when things are authentic (Zhang et al., 2021a). Brand love increases as a result of travellers who are interested in specific locations.

The findings highlight that a destination brand's ability to resonate with travellers can significantly enhance their loyalty. This entails fostering enduring connections, cultivating customer loyalty, and creating memorable experiences associated with products and locations. The attributes are essential for establishing a robust brand presence, differentiating from competitors, enhancing appeal and consumer preferences, and fostering long-term loyalty and repeat patronage. Consequently, destination brand love resonance capability can greatly contribute to long-term brand loyalty. Brand loyalty and destination brand authenticity are closely related. The degree of sincerity and consistency with which a travel destination brand upholds its identity and values is known as brand authenticity. Meanwhile, brand loyalty refers to a person's propensity to keep selecting and purchasing goods from the same brand. A high level of authenticity and visitor recognition can foster a feeling of trust and kinship. Therefore, visitors will have a good experience to boost their likelihood of selecting these attractions in the future and increase brand loyalty (Lu et al., 2015) as well as positive experiences for visitors (Im et al., 2012). A profound sense of authenticity plays a pivotal role in establishing credibility and trust, bolstering the destination's brand and image, and influencing decision-making. The interplay between brand loyalty and destination brand authenticity plays a synergistic role in shaping the overall image and reputation of a tourist location. This enhances the tourist experience and ultimately attracts a greater number of visitors.

The managerial consequence of this study is that managers must develop destination brand resonance capabilities. Tourism marketers should concentrate on creating experiences that elicit favorable feelings by (1) Highlighting the distinctiveness and natural beauty of the destination: The unique and visually captivating aspects of tourist sites, such as breathtaking views, stunning structures, and distinctive decorations, can enhance aesthetic satisfaction and attractiveness. By stimulating the senses and providing tourists with exceptional visual experiences, managers can elicit favorable feelings and contribute to brand resonance. (2) Encouraging engagement with the local culture: The cultural identity and historical significance of a destination play a pivotal role in fostering brand resonance. (3) Facilitating friendly interactions with locals: Interactions with residents can significantly influence love and connection to tourist destinations, particularly when they are treated with friendliness, warmth, and familiarity. By fostering a welcoming and inclusive environment, managers can enhance emotional attachment and strengthen brand resonance, and (4), Incorporating sustainable practices into tourism activities: Tourist locations that demonstrate a strong commitment to social responsibility and sustainability can cultivate brand resonance. By implementing these strategies, destination managers can effectively develop brand resonance capabilities, enhance visitor experiences, and cultivate long-term brand loyalty.

5. CONCLUSION

This study was conducted to create a contextual model of efforts from destination brand authenticity through the capacity to echo brand love and improve destination loyalty. The hypothesis offered numerous insights into maintaining destination brand authenticity. First, it analyzed the shared brand value creation philosophy of service-dominant businesses established on the theory of service-dominant logic (Vargo & Lusch, 2014). The reasoning was that increasing the potential to evoke brand love started with the destination's originality. As the capacity to echo brand love was developed to provide value-directed destination authenticity, the use of consumer goods continued the method of marketing, consumption, value creation, and value driving (Stephen L Vargo & Robert F Lusch, 2008; Vargo & Lusch, 2014) to increase destination loyalty. Second, an authentic tourist place obtained a means to raise brand love goals by using value strategy. It was imperative to comprehend how brand love resonated to attract visitors and foster their loyalty to the location. Managers or owners of tourist attractions should focus on boosting loyalty by offering public transit and recommending the destination's uniqueness. The destination's ability to create value in a context-specific and distinctive manner was established through recent experiences, fostering loyalty toward goals. Furthermore, the theoretical implications offered valuable insights into the marketing literature by emphasizing the importance of the capacity to evoke brand love. In addition to service intermediaries, business actors or tour operators assumed diverse responsibilities, including resource integrators. Companies, money, and goods were not the primary means of exchange or the fundamental source of value creation (Vargo & Akaka, 2009).

This study had certain limitations, particularly concerning the sampling strategy. Even though the study sample size ($n=297$) met the criteria for statistical analysis, the use of purposive sampling prevented the current results from being generalizable to the community. Moreover, this study focused solely on Indonesian tourism sites instead of examining prospective external travel locations with widely distributed populations. The data collection occurred cross-sectionally, capturing information from approximately the same period. By employing time series or longitudinal data, this study was expanded to examine variations in the growth of tourist attractions. Future investigation should incorporate factors such as brand gravity resonance, brand connection

affinity, gastronomy brand value, and historical brand value to provide a more comprehensive analysis.

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