Extension and Validation of a Novel Destination Brand Equity Model

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Abstract

This study develops and tests a novel destination brand equity model and compares its validity with Aaker's (1991) brand equity model, which is popular in tourism. The data were collected in Indonesia (n = 250) and the United Kingdom (n = 246). The results confirm validity and hierarchical structure of the destination brand equity model. The destination brand equity model has seven dimensions: brand awareness, physical quality, service interaction quality, brand self-congruence, brand identification, destination brand trust, and destination brand loyalty. The first five brand equity dimensions exert positive influences on destination brand trust and destination brand loyalty. The findings show that the psychometric properties of the destination brand equity model outperform Aaker's (1991) model. The study discusses theoretical and practical implications of the destination brand equity model for destination marketing and management.

Keywords: brand self-congruence, brand identification, destination brand trust, destination brand loyalty, brand equity.

1. Introduction

Destination brand equity is a set of value-driven assets (or liabilities) added to visitors' perception of destination brand image. Similar to destination image, destination brand equity has cognitive (i.e. brand awareness, brand quality), affective, and conative components (i.e., behavioral intentions). Recent reviews of the literature suggest that destination brand equity development and assessment are popular trends in tourism (Rojas-Lamorena et al., 2022; Ruiz-Real et al., 2020). Destination marketing and management organizations (DMOs) are becoming increasingly aware of the value of destination brand equity because it contributes to destination brand image, destination positioning and destination competitiveness (Baker, 2019).

Although various brand equity models have made their way into tourism scholarship, conceptualizations and measurements of destination brand equity are highly fragmented (Hyun & Kim, 2020; Kotsi et al., 2018). Aaker's (1991) consumer-based brand equity (CBBE) model with four dimensions (or intangible assets) — brand awareness, perceived quality, brand associations, and brand loyalty — has been frequently applied to destination brands (Konecnik & Gartner, 2007; Kotsi et al., 2018). However, the validity of Aaker's model has been questioned. Hyun & Kim (2020) argue that the external validity of the model is limited because it was developed using one sample in the USA. Multiple samples are required to establish its validity across different cultures. Interestingly, Washburn and Plank (2002) showed that when the CBBE model was applied to other cultures, brand associations, brand awareness, and brand loyalty merged into one. They recommended that the construct validity of the CBBE model should be assessed using different samples. Another concern was that Aaker's (1991) definition of brand equity is product oriented

(i.e., consumer packaged goods or corporate brands) reflecting the manager's (i.e., company) rather than the consumer's perspective.

In tourism destination settings, the validity of Aaker's (1991) CBBE model was also questioned as applications of Aaker model required substantial adjustments to accommodate the tourist's point of view (Boo et al., 2009; Tasci, 2018). Destination is a "container or stage for activity-based products as well as being a product itself" (Ashworth & Voogd, 1994, p. 43). Rather than being a mere commodity, the destination brand includes utilitarian (cognitive) and hedonic (affective) oriented visit experiences (Chan & Marafa, 2018). The nature of the interaction between the tourist and destination facilities (i.e., the quality of the physical environment, attractions, and ambiance), destination providers (i.e., the quality of the service delivery) is essential for destination brand equity. Therefore, it is questioned whether Aaker's (1991) CBBE model developed for product brands is transferable to destination brands, which have highly complex entities (i.e., an amalgamation of goods, services) and values contributed from different stakeholders (Saraniemi & Kylänen, 2011).

The aim of the study is twofold. Firstly, it is to introduce and test a novel destination brand equity model, and secondly to compare the validity of the destination brand equity model with that of Aaker's (1991) CBBE model from a tourist's point of view. Aaker's model was chosen because it is the most frequently applied brand equity model in tourism (Chekalina et al., 2018; Hyun & Kim, 2020). Our research makes four contributions to the destination branding literature. First, drawing on the CBBE, perceived value, service quality, self-congruence, and destination image research, we introduce an alternative destination brand equity model. The destination brand equity

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model differs from Aaker's (1991) model, as it includes destination-specific brand equity dimensions from a tourist's point of view. The destination brand equity model has three utilitarian dimensions - brand awareness, physical quality, and service interaction quality; two hedonic (symbolic) dimensions - brand self-congruence and brand identification; a mediator - destination brand trust; and a behavioral outcome - destination brand loyalty.

Second, the study advances understanding of the ongoing debate about the nature of the hierarchical relationships among brand equity dimensions and the effect of brand awareness on destination brand loyalty. This is important because brand awareness, a key component of destination brand equity, is often mixed with brand associations, replaced with brand familiarity, excluded from destination brand equity and even found to have no influence on destination brand loyalty (Nam et al., 2011; Tasci, 2018; Yoo & Donthu, 2001). Third, the study examines the role of destination brand trust in destination brand equity. Previous scholars argue that brand trust is essential for developing long-term business relationships between tourists and destination providers (Han, 2013; Kumar & Kaushik, 2017; Su et al., 2014). Brand trust fosters destination competitiveness and destination brand loyalty. Su et al. (2020) argue that destination brand trust influences tourists' intention to visit a destination. However, destination brand trust has not been fully incorporated into the existing destination brand equity models (Dedeoglu et al., 2019). Our research, therefore, examines direct and indirect effects (mediating role) of the destination brand trust on destination brand loyalty.

Fourth, the study examines the external validity of the destination brand equity model and compare its validity with that of Aaker's (1991) CBBE model in two different cultural settings:

Indonesia and the UK. This is important because research on measuring destination brand equity in Asian and European destinations is limited. As stated by Kladou et al. (2015, 189) "destination brand equity appears as a rapidly conceived concept, borrowed from traditional (corporate/product) branding theory, while discussions on its definition and measurement are still in progress and have yet to mature in a multidisciplinary context". Therefore, it is important to assess which brand equity model performs better in predicting destination brand loyalty and destination overall brand equity in highly competitive tourism markets.

This article is organized as follows. First, a review of brand equity research in tourism is provided. Second, the conceptual foundation of the study and the research hypotheses are discussed. This is followed by testing the validity of the destination brand equity model and comparing its validity with Aaker's (1991) CBBE model in two cultures. Finally, the study concludes with implications for destination marketing, management practice, and future research.

2. Literature Review and Conceptual Foundation

"A brand represents a unique combination of product characteristics and added values, both functional and non-functional, which have taken on a relevant meaning that is inextricably linked to the brand awareness of which might be conscious or intuitive" (Morgan et al., 2002, p. 335). According to Cai (2002, p. 723), destination brands are "perceptions about the place as reflected by the associations held in a tourist's memory" through which the destination is both identified and differentiated from other places. Brand equity measurements in tourism settings have emerged in the past two decades because of the brand equity's practical implications for destination branding

and destination brand development. As brand equity is multidimensional and investigated from the consumer's point of view, destination brand equity is frequently assessed through Aaker's (1991) CBBE model. However, there is no consensus on the measurement of destination brand equity and the hierarchical relationship among brand equity dimensions in tourism (Dedeoglu et al., 2019; Tasci, 2020). Furthermore, adaptations of Aaker's (1991) brand equity model to destination settings are highly fragmented, inconclusive and often confusing as shown on Table 1.

[Insert Table 1 here]

Nevertheless, several conclusions can be drawn from destination brand equity research in tourism. First, most of these studies use Aaker's (1991) CBBE model as a framework for the measurement of destination brands. They often incorporate destination image and perceived value into Aaker's model. However, measurement of destination image is mixed with destination brand value, perceived quality, and destination personality (Kotsi et al., 2018). Second, measurements of destination self-congruence and destination personality have mixed and created confusion rather than achieving conceptual clarity. It is important to acknowledge that self-congruence, destination personality, destination brand image, and destination brand value are distinct. Hence, they should be defined and assessed separately with appropriate measurements to draw valid conclusions for destination marketing theory and management practice.

Third, definitions of the core brand equity dimensions (e.g., brand awareness, perceived quality) and their hierarchical relationships with potential outcomes such as destination brand

loyalty, value for money, and destination brand satisfaction have varied, caused confusions and often produced inconclusive results (e.g., Bianchi et al., 2014; Boo et al., 2009; Chekalina et al., 2018; Kim et al., 2017; Tasci, 2018). Fourth, destination brand equity studies do not distinguish between "value in use" and "value in exchange", although they are theoretically different concepts. According to Aaker (1991), brand equity dimensions refer to value in use as in product benefits (e.g., perceived quality and brand awareness), whereas value for money can be an outcome of brand equity. Finally, to the best of our knowledge, few studies have incorporated destination brand trust into brand equity research (Dedeoglu et al., 2019). Chaudhuri and Holbrook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" (p. 82). Lassar et al. (1995) include brand trust as a key dimension of CBBE due to its ability to create relational value. Lee and Back (2008) find that brand trust mediates the effect of brand knowledge on attitudinal brand loyalty. Therefore, destination brand trust is important for destination brand equity, although its role has not been fully investigated in tourism (Williams & Balaz, 2021).

2.1. Proposed Destination Brand Equity Model

Drawing on Holbrook and Hirsman's (1982) ontology of the consumption experience, we propose an alternative destination brand equity model. Given that destination brand experiences are formed with a mix of value-driven goods (tangibles) and services (intangibles), the destination brand equity model includes seven brand equity dimensions: brand awareness, physical quality, service interaction quality, brand self-congruence, and brand identification, brand trust and brand loyalty.

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As shown in Figure 1 (Model 1), destination brand trust is a mediator, and destination brand loyalty is an outcome variable.

[Insert Figure 1 here]

Holbrook and Hirsman (1982) advocate two types of product consumption experiences: utilitarian and hedonic. Successful destination brands can satisfy the tourist's basic (i.e., accommodation and dining) and higher needs (i.e., relaxation, comfort, and entertainment). In line with their theory, brand awareness and perceived quality are utility-oriented brand equity dimensions because they satisfy the tourist's basic needs. Moreover, drawing on service quality research (Grönroos, 1984), perceived quality is two-dimensional: physical quality (i.e., perceived quality of tangibles) and service interaction quality (i.e., perceived quality of intangibles). Following the destination image and self-congruence theory (Sirgy, 1982; Huber et al., 2018), destination brand equity includes two hedonic-oriented dimensions; self-congruence and brand identification, which satisfy the tourist's higher needs (i.e., psychological, social, and emotional needs as in comfort, luxury, enjoyment, pleasure, and fun). According to Chaudhuri and Holbrook (2001), utilitarian and hedonic brand experiences determine brand trust. Therefore, destination brand trust is an asset that results from the tourist's perception of cognitive (i.e. brand knowledge) and affective destination brand experiences.

Chaudhuri and Holbrook (2001) state that "brand trust reduces the uncertainty in an environment in which consumers feel especially vulnerable because they know they can rely on

the trusted brand" (p. 82). Although destination marketing campaigns have been trying to restore trust in destinations to stimulate tourism demand (e.g., "Thailand Trusted Destination". "Malaysia, a safe and trusted healthcare travel destination") after the Covid-19 pandemic, one could argue whether tourists can trust destination brands (Arif, 2022; Sangpolsit & Rujopakarn, 2022). Destination brands trust is explained by the anthropomorphism and relationship marketing theory (Fournier, 1998). Destination anthropomorphism refers to the act of endowing a destination with humanlike characteristics, emotions, beliefs, intentions, and a mind of its own (Kwak et al. (2020). Huang and Liu (2021) show that humanizing (anthropomorphizing) digital experience in contactless service journeys can help with the development of love for destination brands. According to Artigas et al. (2017) destination trust is related to the personality and the image (i.e., reputation) of the destination. Letheren et al. (2017) note that personification strategies, such as referring to Italy as "passionate" and France as "artistic" are examples of anthropomorphism for destinations.

Destination brand trust represents the confidence that tourists will experience what is promised by destination providers rather than what is feared. Hence, we define destination brand trust as a tourist's confidence in a destination's ability to deliver its functions that can be formed from tourists' cognitive and affective evaluations evolving from past experiences or interactions over time (Han et al., 2015; Delgato-Ballester & Munuera-Aleman, 2005). Tourist confidence is particularly relevant to destinations, because uncertainty, vulnerability, and risk avoidance are manifested strongly and distinctively in tourism (Williams & Balaz, 2021). Uncertainty arises in at least two different contexts—displacement and host–guest relationships, which are unique to

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destination visit experiences. For example, tourists feel safer when they travel to familiar places. By the same token, they feel vulnerable when they visit new or dramatically changed environments. Hence, we propose that positive destination brand experiences driven by brand awareness (H1), physical quality (H2), service interaction quality (H3), brand self-congruence (H4), and brand identification (H5) influence destination brand trust as shown in Model 1 (Figure 1). In turn, destination brand trust influences destination brand loyalty (H6) and mediates the relationship between the five core brand equity dimensions and destination brand loyalty (H7a–H7b).

The destination brand equity model (Figure 1, Model 1) has some common variables with Aaker's (1991) CBBE model (Figure 1, Model 2) such as brand loyalty, brand awareness and perceived quality. As opposed to Aaker's (1991) model, however, destination brand awareness is a separate entity from other variables. Moreover, the destination brand equity model acknowledges the complexity of destination brands and therefore assesses perceived quality through two separate service quality dimensions: physical quality and destination service interaction quality. Furthermore, the hedonic nature of destination brand experience is captured by two brand equity dimensions: self-congruence and brand identification. Destination brand trust is a distinct component of destination brand equity. From a hierarchical point of view, the destination brand equity model features *brand loyalty* as the dependent variable while Aaker's model includes *overall brand equity* as the dependent variable. Following Kladou et al. (2015), we compare the predictive validity of the two brand equity models as to what extent they successfully predict brand loyalty and overall brand equity in two cultures. The next section introduces dimensions of the destination brand equity and the research hypotheses.

3. Research Hypotheses

3.1. Effects of Brand Awareness on Destination Brand Trust

According to Keller (1993) brand awareness "is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions." Aaker (1996) defines brand awareness as the tacit knowledge of the brand rather than brand recognition or top-of-the-mind brand recall. In this study, destination brand awareness is defined as the tourist's tacit knowledge of the destination. Destination brand knowledge can be factual (i.e., destination location, performance, and history) or fictional (i.e., a fantasy about the destination) and may be developed through visiting the destination, reading about the destination or exposing to destination marketing campaign (i.e., social media, destination advertising).

Destination brand knowledge can be favorable or unfavorable. Consumption experiences or storytelling enhance destination brand knowledge and brand recall (Berry, 2000; Judge et al., 2002). The deeper the destination brand knowledge, the higher the familiarity with the destination brand. Brand awareness serves to enhance destination brand trust because positive information about a destination is likely to influence favorable responses to destination performance (Matzler et al., 2008; Xu et al., 2021). Hence, we propose the following hypothesis:

H1: Brand awareness is positively related to destination brand trust.

3.2. Effects of Physical Quality and Service Interaction Quality on Destination Brand Trust

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Following the Nordic School of Thought (e.g., Grönroos, 1984), a two-dimensional model of service quality with physical quality and service interaction quality, is deemed to be suitable for assessing destination brand quality (Nam et al., 2011). Physical quality is the holistic evaluation of the superiority of the destination's physical facilities (i.e., hotels and restaurants) and attractions (i.e., museums and natural attractions) (Baloglu & McCleary, 1999). Destination physical quality provides evidence for the destination brand's credibility and performance reliability (Morrow et al., 2004; Xu et al., 2021). Hence, we propose the following:

H2: Physical quality is positively related to destination brand trust.

Service interaction quality is the perceived superiority of the frontline employee performance that can be assessed through the employee's serving abilities (i.e., service capability and reliability), personality characteristics (e.g., friendly, courteous, helpful, and empathetic), and attitude toward customers (Ekinci & Dawes, 2009; Fellesson & Salomonson, 2016). Also the service employee's product knowledge is essential for successful service delivery (Rod et al., 2016). Displaying empathetic service behavior positively influences interaction quality, interpersonal trust, and service loyalty (Aggarwal et al., 2005; Bahadur et al., 2020; Parasuraman et al., 1988). When frontline service employees deliver reliable services and demonstrate courteous, considerate, and companionate service behavior, they are likely to influence tourist satisfaction with destination visit experience and destination brand trust (Esmaeilpour et al., 2017; Fellesson & Salomonson, 2016). Hence, we posit the following hypothesis:

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H3: Service interaction quality is positively related to destination brand trust.

3.3. Effects of Brand Self-Congruence on Destination Brand Trust

Self-congruence is the similarity between a person's self-image and product image (Sirgy, 1982). Likewise, brand-self-congruence is the degree of match between a tourist's self-image (i.e., actual or ideal self) and destination brand image. Self-congruence influences product choice, purchase intentions, product adaptation, and emotional brand attachment (Huber et al., 2018). The underlying motive for self-congruence is the individual's need to act in ways consistent with their life goals and self-esteem (Sirgy, 1985). Achievement of self-esteem results in positive emotions, (e.g., satisfaction, enjoyment, cheerfulness), and consequently the development of brand attachment and brand trust (Huang et al., 2017; Huber et al., 2018). Previous research has found that a higher match between self-image and destination image has a positive effect on tourist satisfaction with the destination visit experience (Chon, 1992; Sirgy et al., 2018). Coulter and Coulter (2002) show that perceived similarity between customers and service providers reduce interpersonal barriers, alleviates uncertainty, and raises comfort levels, thereby contributing to the establishment of trust in service relationships. We therefore propose the following:

H4: Brand self-congruence is positively related to destination brand trust.

3.4. Effects of Brand Identification on Destination Brand Trust

The impact of brand identification on destination brand trust stems from social categorization, perceived similarities, past experiences, perceived prestige, and shared goals. Social categorization (i.e., stereotyping) is a cognitive shortcut that allows people to rely on previously held beliefs to classify themselves into certain groups or organizations (Tajfel, 1978; Turner et al., 1987; Williams, 2001). When consumers feel that their social self-image and the brand image have similarities, they incorporate the brand into their social identity. Brand identification satisfies people's self-verification, self-distinctiveness, and self-enhancement needs (Underwood et al., 2001).

People's identification with social objects (whether a group, organization, or brand) results in positive outcomes. For example, consumer identification with a brand influences brand satisfaction, brand loyalty, and positive word of mouth (e.g., Popp & Woratschek, 2017). Kong (2018) demonstrates that individuals rely on social stereotypes (i.e., warmth and competence) to guide their trust decisions when they lack adequate information about a target object. Direct or indirect brand experiences (e.g. destination visits, interacting with people in that destination, or destination brand advertising) contribute destination brand identification (Han & Hyun, 2013; Williams, 2001; Ekinci et al., 2013). Tourists are likely to trust a destination brand if they believe that the destination's goods and services will satisfy their self-verification, self-distinctiveness, and self-enhancement needs (He et al., 2012). Tourist–brand identification is likely to increase social stereotyping of a place (i.e., perceiving it to be friendly, sincere, or efficient), reduce perceived risk, and, in turn, increase trustworthiness toward destinations when those destinations have similar or desirable socio-demographic characteristics. We propose the following:

H5: Brand identification is positively related to destination brand trust.

3.5. Effects of Destination Brand Trust on Destination Brand Loyalty

Trust is essential for developing long-term business relationships between buyers and brands. Brand trust is the willingness to believe in brand performance in the face of risks or uncertainties associated with the brand (Chaudhuri & Holbrook, 2001). Customers lacking trust are unlikely to be brand-loyal and are thus likely to switch brands (Chaudhuri & Holbrook, 2001; Delgado-Ballester & Munuera-Alemán, 2001).

Destination brand loyalty can be attitudinal or behavioral (e.g., Kotsi et al., 2018; Tasci, 2018). Behavioral loyalty refers to tourists' repeat visits to a destination. Attitudinal loyalty is a tourist's attachment to a destination, which is often expressed as behavioral intentions. Destination brand trust is positively related to destination brand loyalty because it reduces the perceived risk of visiting a destination (Matzler et al., 2008; Yu & Chen, 2018). Destination brand trust creates a commitment to exchange relationships that are valued by tourists and destination service providers (Williams & Baláz, 2021). Furthermore, destination brand trust influences tourist confidence in service recovery, because tourists believe that service failures will be resolved amicably. Thus, we propose the following:

H6: Destination brand trust is positively related to destination brand loyalty.

3.6. Mediating Role of Destination Brand Trust

Brand trust is composed of cognitive beliefs and affective evaluations of the brand (Elliott & Yannopoulou, 2007; Williams, 2001). Cognitive beliefs include expectations of brand performance (i.e. reliability, consistency, and competence) (Delgado-Ballester & Munuera-Alemán, 2005). People form opinions about the trustworthiness of people or products by assessing their performance (Williams, 2001, p. 379). The five-core destination brand equity dimensions are potential antecedents of destination brand trust as people develop trust in destination brands through direct and indirect consumption experiences (i.e., visiting or gathering information about destinations). Hence destination brand trust evolves from previous interactions and past experiences over time (Delgado-Ballester & Munuera-Alemán, 2005). For example, brand awareness (i.e., destination brand knowledge) and perceived quality can help in developing cognitive trust in destinations, because visitors believe that the destination has reliable facilities and that the destination service providers will act in visitors' best interests to accommodate their needs. However, destination brand trust is more than assessing destination brand performance. Emotional trust or identity-based trust is developed through self-congruence, destination brand identification, and other psychological processes.

Therefore, we propose that the five brand equity dimensions (i.e. brand awareness, service quality) are important drivers for destination brand trust. Previous research suggests that trust toward destination service providers plays a key mediating role between service fairness, service quality, and destination loyalty (Su et al., 2017). In the hotel industry, research has found that brand trust

mediates the relationship between corporate social responsibility and brand loyalty (Palacios-Florencio et al., 2018), as well as between brand competence and brand loyalty (Lee & Back, 2010). In other service settings, the mediating role of brand trust is confirmed in the relationships between brand loyalty and the following variables: brand experience (Huang, 2017), brand image (Song et al., 2019), brand identity (He & Harris, 2012), brand associations (Filo et al., 2008), and brand awareness (Alkhawaldeh et al., 2017). Therefore, it is reasonable to assume that destination brand trust has some capacity to mediate the effect of a tourist's tacit knowledge of the destination brand (i.e., brand awareness), emotional destination brand experience (i.e., brand identification), and destination brand loyalty. Thus, we propose the following:

H7: Destination brand trust mediates the effect of brand awareness (H7a), physical quality (H7b), service interaction quality (H7c), brand self-congruence (H7d), and brand identification (H7e) on destination brand loyalty.

4. Methods

Adopting an emic approach, this research performed two empirical studies to assess the validity of the destination brand equity model in two different cultures: Indonesia and the UK. These countries were selected for their cultural diversity and reputations in international tourism markets. Study 1 assessed and compared the validity of the destination brand equity model and Aaker's (1991) CBBE model. Study 2 examined the external validity of the destination brand equity model and the mediating effect of destination brand trust on the relationships between the cognitive (e.g. brand

awareness), affective destination brand equity dimensions (e.g. self-congruence) and destination brand loyalty.

4.1. Study 1: Instrument, Data Collection, and Sample

An English version of the questionnaire was developed and tested by thirty individuals. It was then translated into Indonesian and back translated to English by two bilingual researchers. The destination brand equity measurements were adapted from Nam et al. (2011). The CBBE measurements were taken from Yoo and Donthu (2001), who developed the measurement scales based on Aaker's (1991) model. Destination brand trust was measured using the scale introduced by Lassar et al. (1995) (see the Appendix for measurements). The constructs were specified as reflective measurements on a seven-point rating scale ranging from (1) "strongly disagree" to (7) "strongly agree (7).

The Indonesian survey was randomly distributed in several public locations in Jakarta, Indonesia (e.g. shopping malls and cafés) on different days and at various times by trained students[1]. The respondents were informed about the study aim and invited for participation. Although the questionnaire was self-administered, the participants were allowed to ask questions if they found anything confusing about the survey. A total of 275 people participated in the study. After checking the responses, twenty-five questionnaires were omitted due to missing values and incomplete answers, leaving 250 surveys for analysis.

At the beginning of the survey, respondents were asked to think about a top-of-the-mind holiday destination. The next question asked to state other holiday destinations that came to mind.

A further question recorded a holiday destination they had heard of from a list of popular holiday destinations provided on the questionnaire. From all the holiday destinations mentioned, the respondents were asked to select a holiday destination that they were most familiar with. They stated whether they had visited the same holiday destination in the past twelve months. If the respondents had not visited the holiday destination in the past 12 months, then they were excluded from the survey. Following that, they related their responses to their most familiar holiday destination through the destination brand equity, brand trust, and brand loyalty measurements. Finally, socio-demographic characteristics of the respondents were recorded.

Of the 250 respondents included in the analysis, 52.8% were female and 63.6% had an undergraduate degree. In terms of age, 48% were less than 25 years old and 41.6% were aged 25–34 years. In terms of occupation, 9.6% of the respondents were students. The rest were retired and mostly full-time employees in different industries. Regarding median income, 74% received USD 750 per month. As of 2020, the minimum average wage in Jakarta was IDR 4,267,349 per month, which is equal to around USD 305 per month.

4.2. Study 1: Findings

The destination brand equity model was tested using AMOS 26 software (Hair et al., 2018). The distribution of the data was normal since the skewness and kurtosis values were between -1 and +1. The measurement model fit was assessed through the following structural equation model fit indices: Chi-square (χ^2), *df*, the goodness-of-fit index (GFI), the normed-fit index (NFI), the comparative fit index (CFI), and the root mean square error of approximation (RMSEA).

Confirmatory factor analysis and Cronbach's alpha test were performed to delineate the reliability and validity of the measurements. The model fit indices for the measurement model were satisfactory ($\chi^2 = 325.13$, $df = 202$, $\chi^2/df = 1.61$, GFI = 0.90, NFI = 0.92, CFI = 0.97, RMSEA = 0.05). Table 2 presents the descriptive statistics, the Cronbach's alpha scores, the average variance extracted (AVE), and the intercorrelations (IC) for the destination brand equity measurement.

[Insert Table 2 here]

The Cronbach's alpha values were above the recommended 0.70 threshold, and thus all the measurements were reliable. Fornell and Larcker (1981) suggest that the factor loadings should be high for achieving convergent validity, and that the AVE values should exceed 0.50, the squared intercorrelations must be lower than the AVE values for discriminant validity. The destination brand equity measurements satisfied the recommended standards for convergent and discriminant validity.

Before testing the research hypotheses, potential common method biases (CMB) were checked using Harman's one-factor test (Podsakoff et al., 2003). The factor analysis results showed that the five brand equity factors explained 68.82% of the total variance with multiple factors. The first factor accounted for 45.35% of the variance, which was below the threshold of 50%. Therefore, there was no issue with CMB. Then, the structural model and the research hypotheses were tested using structural equation modelling, as shown in Table 3.

The results of the model fit statistics confirmed that the full and partial models produced a good fit. The difference in χ^2 between the full and the partial mediation model was 27.4 ($df = 5$). The difference was significant ($p < 0.05$); thus, we accepted the partial mediation model for destination brand equity. As shown in Table 3, H1 was supported (standardized path coefficient [SPC] = 0.35, $p < 0.001$), meaning that brand awareness is positively related to destination brand trust. The results also supported H2 (SPC = 0.14, $p < 0.05$) and H3 (SPC = 0.23, $p < 0.01$). Accordingly, physical quality and service interaction quality positively related to destination brand trust. The hypothesis (H4) that brand self-congruence affects destination brand trust was also supported (SPC = 0.25, $p < 0.001$). However, the results rejected H5 (SPC = 0.06, $p > 0.05$). Thus, brand identification did not influence destination brand trust in the Indonesian sample. Finally, H6 was supported (SPC = 0.72, $p < 0.001$), which means that destination brand trust is positively related to destination brand loyalty.

The direct relationships between the first five destination brand equity dimensions and destination loyalty were also estimated. The path between service interaction quality and destination brand loyalty was not statistically significant (SPC = 0.03, $p > 0.05$). Hence, destination brand trust seemed to fully mediate the relationship between destination service interaction quality and destination brand loyalty. Meanwhile, destination brand trust partially mediated the relationships between brand awareness, physical quality, brand self-congruence, and destination brand loyalty, as they have direct influences on brand loyalty. To examine the stability of the model

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parameters and the mediation effect of destination brand trust, we performed a bootstrapping analysis (5000 bootstrap samples), as shown in Table 4.

[Insert Table 4 here]

The bootstrapping results suggested that destination brand trust only mediated the relationship between brand awareness and destination brand loyalty, since the indirect effect was statistically significant (SPC = 0.11, $p < 0.05$) and the percentile confidence interval excluded 0 (95% confidence interval: 0.01 – 0.31) (Zhao et al., 2010). The bootstrapping results confirmed that destination brand trust did not mediate the effects of destination brand awareness, perceived quality, self-congruence, and destination brand identification on destination brand loyalty.

4.3. *Comparison of the Destination Brand Equity Model with Aaker's (1991) CBBE Model*

To compare the destination brand equity model (Model 1) with Aaker's (1991) CBBE model (Model 2), first we checked the reliability and validity of the measurements used in Aaker's model. Table 5 displays the descriptive statistics, the composite reliability values, and the correlations of Aaker's (1991) CBBE model.

[Insert Table 5 here[2]]

As can be seen from Table 5, all the measurements were reliable since the Cronbach's alpha values were above the 0.70 threshold (Hair et al., 2018). Although convergent validity was achieved, discriminant validity was poor. Aaker's model testing results showed that destination brand loyalty was highly correlated with perceived quality (r = 0.92) and overall brand equity (r = 0.77). Therefore, we formed an alternative model (Model 2A) after removing the highly correlated variable which was destination brand loyalty. The model fit statistics were satisfactory, as shown in Table 6.

[Insert Table 6 here]

Subsequently, we used overall brand equity as the same dependent variable to compare the destination brand equity's predictive validity (Figure 1, Model 1 without brand loyalty) with that of Aaker's alternative CBBE model (Model 2A without brand loyalty) (Hair et al., 2018). Table 7 displays the results of the model comparison.

[Insert Table 7 here]

The destination brand equity model explains 63% of the variance in predicting overall brand equity, whereas Aaker's alternative model explains 61% of the variance in overall brand equity. The results confirm that the destination brand equity model (Model 1) is superior to Aaker's original and alternative CBBE model (Model 2 and Model 2A) for two reasons. First, the destination brand

equity model has better fit indices (i.e., $RMSEA_{Model\ 1} = 0.05$) than Aaker's (1991) model ($RMSEA_{Model\ 2A} = 0.08$). Second, the results confirm that the construct validity of the destination brand equity model (i.e., the discriminant validity) is better than Aaker's original model (Model 2) where the dimensions of perceived quality and brand loyalty merge into one.

The model testing results show that destination brand trust has a positive effect on overall brand equity in Model 1. Although the path between brand identification and destination brand loyalty was not statistically significant ($p > 0.05$), the relationship between brand identification and overall brand equity was statistically significant (Model 1: SPC = 0.20, $p < 0.01$). This finding suggests that brand identification is an important component of destination brand equity. The paths from physical quality and service interaction quality to overall brand equity were not statistically significant in Model 1 ($p > 0.05$). However, perceived quality had a positive influence on overall brand equity in Model 2A ($p < 0.05$). It seems that the effects of physical quality and service interaction quality were attenuated by brand awareness and brand self-congruence in Model 1 since they had a statistically significant relationship with overall brand equity ($p < 0.05$).

4.4. Study 2: Sample

Study 2 was conducted to confirm the external validity of the destination brand equity model in a different sample; and to re-examine the mediating effect of destination brand trust between the first five brand equity dimensions and destination brand loyalty. The data were collected in the UK using the same survey instrument and data collection method as in Study 1. Students[1] were trained and paid for data collection through an intercept survey in and around London. London is the largest

city in the UK that has a diverse population of 9,540,576 million residents whereas the second largest city of UK, Birmingham, has a population of 1.1 million people (World Population Review, 2022). The respondents were randomly approached at different days and times. In total, 323 people participated in the survey. After removing the incomplete and missing responses, 246 questionnaires were left for analysis. Of these participants, 53.5% were female and 38.2% had an undergraduate degree. The ages were evenly spread (20.7% aged 18–24 years, 21.1% aged 25–34 years, 29.7% aged 35–54 years, and 15.9% aged 55–64 years). In terms of occupation, 9.7% were students and 7.7% were retired. The rest were mostly full-time employees in various sectors, such as public service, retail, and IT.

4.5. Study 2 Findings

The measurement model provided a satisfactory fit for the destination brand equity model (χ^2 = 318.53, df = 202, χ^2/df = 1.58, GFI = 0.90, NFI = 0.91, TLI = 0.95, CFI = 0.96, RMSEA = 0.05). Like Study 1, potential CMB issues were checked. Seven factors were obtained from the factor analysis, which explained 70.74% of the total variance. The first factor accounted for 33.62% of the total variance, indicating that CMB was not a threat. The reliability and validity of the measurements were also acceptable. Structural models were then formed to test the research hypotheses, as shown in Table 8.

[Insert Table 8 here]

Study 2 results were similar to Study 1. Study 2 findings confirmed the construct validity of the destination brand equity model. The findings supported H2 (SPC = 0.18, p < 0.05), H3 (SPC = 0.44, p < 0.01), H4 (SPC = 0.20, p < 0.01), H5 (SPC = 0.14, p < 0.05; one-tailed test), and H6 (SPC = 0.56, p < 0.001). Hence physical quality, service interaction quality, brand self-congruence, and brand identification had a positive relationship with destination brand trust. Although Study 1 results rejected H5, Study 2 results supported that brand identification was positively related to destination brand trust (SPC = 0.14, p > 0.05 – one tail test). In contrast to Study 1, Study 2 rejected H1 (SPC = 0.12, p > 0.05). Hence brand awareness was not related to destination brand trust. Study 2 results confirmed that brand awareness had a positive relationship with destination brand loyalty (SPC = 0.49, p < 0.001), as in Study 1.

The mediation analysis (see Table 8) shows that destination brand trust fully mediates the effect of physical quality and service interaction quality on destination brand loyalty (p > 0.05). Furthermore, destination brand trust partially mediates the effect of brand self-congruence (SPC = 0.19, p < 0.01) brand identification (SPC = 0.18, p < 0.01) on destination brand loyalty. As in Study 1, we performed a bootstrapping analysis to further check the mediating effects (Table 9).

[Insert Table 9 here]

The bootstrap analysis revealed that destination brand trust does not mediate any relationship because the indirect paths are not statistically significant, except for physical quality (SPC = 0.03,

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p < 0.05). However, the confidence intervals excluded "0," and all the bias percentile confidence intervals were not statistically significant (Zhao et al., 2010).

5. Conclusion

5.1. Contributions to Theory

Our study makes a number of contributions to brand equity research in tourism. First, the study introduces a novel destination brand equity model. To date, the destination marketing literature has mainly focused on applications or adaptations of Aaker's (1991) CBBE model to destinations. The validity of Aaker's model that originated from product brands has been severely criticized both in the mainstream marketing and tourism literature. Nevertheless, it had been widely used and it is still being used in tourism. The destination brand equity model is formed with three utility value-oriented, two hedonic value-oriented dimensions, destination brand trust and destination brand loyalty. Destination brand awareness, physical quality, and service interaction quality represent the cognitive component of destination brand equity. Destination brand self-congruence and destination brand identification represent the affective component of destination brand equity.

Brand equity research in tourism has mainly investigated the cognitive aspects of destination brands by focusing on brand awareness and perceived quality. Investigation of the affective components of destination brands through brand self-congruence and brand identification is novel. The findings of Study 1 and 2 confirmed that the destination brand equity model was valid and reliable in the Indonesian and British sample, whereas the testing of Aaker's (1991) brand equity model in the Indonesian sample showed poor discriminant validity because perceived

quality and destination loyalty merged into one. Only brand awareness and perceived quality were distinct. When the predictive validity of both models was compared against the measurement of overall brand equity, the destination brand equity model outperformed Aaker's (1991) brand equity model. Furthermore, the destination brand equity model successfully explained a large amount of the total variance of overall brand equity (63%) and destination brand loyalty (67%).

Second, after examining the hierarchical structure of the destination brand equity dimensions, the study extended our understanding of brand equity dimensions and their usefulness for destination branding. The findings support the positive relationship between the first five destination brand equity dimensions and destination brand trust, which is essential for developing relationship equity between tourists and destination providers. The findings of the model testing confirm the positive influences of physical quality (H2), destination service interaction quality (H3), and brand self-congruence (H4) on destination brand trust. Although brand awareness had a positive influence on destination brand trust (H1) in the Indonesian sample, this finding was rejected in the British sample. Meanwhile, brand awareness had a statistically significant relationship with destination brand loyalty in both the Indonesian and the British sample. These findings contribute to the debate as to whether brand awareness has a direct impact on destination brand loyalty as previous research failed to confirm this relationship. Some authors (e.g. Nam et al., 2011) excluded brand awareness from brand equity. Hence, the study findings support that brand awareness is an important component of destination brand equity, as it had a positive influence on destination brand loyalty.

Third, the study investigated whether brand identification affects the development of destination brand trust and destination brand loyalty. Brand identification produced some conflicting but useful results for understanding the affective (or symbolic) component of destination brands. The test of the hypothesis that brand identification has a positive effect on destination brand trust (H5) was rejected in the Indonesian sample but supported in the British sample. Meanwhile brand identification had a strong relationship with overall brand equity in the Indonesian sample and a modest relationship with destination brand loyalty in the British sample. This finding supports Nam et al. (2011) and Ekinci et al. (2013), who argue that consumers define their social identity through brand consumption experiences. To the best of our knowledge, the joint effect of self-congruence and brand identification on destination brand trust and destination brand loyalty has not yet been investigated in tourism. The results of brand self-congruence and brand identification confirm the findings of those studies that have attempted to overcome Aaker's (1991) brand equity model's limitations by incorporating hedonic value-oriented dimensions (e.g., self-congruence, brand personality) into destination brand equity (e.g., Konecnik & Gartner, 2007).

Fourth, the findings supported H6 across the two samples. Hence destination brand trust had a positive influence on destination brand loyalty (Indonesia: t = 9.15, p < 0.05; UK: t = 7.17, p < 0.05). This result supports Delgado-Ballester and Munuera-Alemán (2001) and Chaudhuri and Holbrook (2001), who advocate that brand trust is an antecedent of brand loyalty. Also, the study explored the mediating role of destination brand trust between the first five destination brand equity dimensions and destination brand loyalty (H7). The bootstrapping analysis with the Indonesian sample suggested that destination brand trust partially mediated the effect of brand awareness on

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destination brand loyalty. However, Study 2 in the British sample, rejected this hypothesis (H7). Hence, one of the highlights of this study is examining the mediating role of destination brand trust in brand equity research. Study 1 findings indicate that the mediating effect of destination brand trust is spurious. Study 2 confirmed that destination brand trust is one of the destination brand equity dimensions rather than a mediator. This finding supports recent studies that suggest destination trust is critical for destination loyalty and destination brand equity, whether it is a mediating, attitudinal or behavioral variable (Li, 2021; Wassler et al., 2021; Xu et al., 2021, Yu et al., 2021).

The study findings suggest that destination brand trust can be developed not only through the first five destination brand equity dimensions (e.g., brand awareness, physical quality, and self-congruence) but also through other means. This finding supports Williams (2001), who suggested that brand trust can be established at two levels: superficial and deep trust. Superficial trust is instantly developed by cognitive inputs (e.g., brand awareness), whereas deep trust is developed by both cognitive and affective inputs. Destination brand equity dimensions may be useful for developing superficial trust, but high brand involvement is necessary for deep trust. Trust building is a continuous process and time dependent. Perhaps tourists need more time and interactions with local people for developing deep trust. Multiple visit experiences can be instrumental for developing deep trust to destinations. This finding supports Williams and Balaz (2021), who argue that cognition-based trust is developed based on the tourist's experiences with destination environment and service providers, but establishing affect-based trust (i.e., deep trust) is based on interpersonal relationships and it takes longer time than cognition-based trust.

5.2. *Contributions to Practice*

This study's findings will assist tourism marketers and DMOs to distinguish between factors that contribute to destination brand equity. The destination brand equity model has implications for destination competitiveness, resource investment, marketing communications, product development, product positioning, and customer service protocols. The results suggest that DMOs' brand strategies should focus on brand awareness, perceived quality, and brand self-congruence for improving destination brand trust and brand loyalty. Destination marketers can build destination brand trust through advertising, content marketing, storytelling, and other relationship marketing tactics (e.g., improving service interaction quality). In this regard, social media will be particularly useful given that a significant number of tourists using it as a primary medium for gathering and sharing information about destinations. Therefore, DMOs need to provide clear, accurate and transparent information about destination brands on social media.

Destination marketers should appreciate that brand awareness can be formed not only through destination brand knowledge (i.e., physical attractions or facilities) but also destination sustainability and peer-to-peer recommendations. Thus, DMOs should improve the quality of the destination physical assets and offer activities that would help to create sustainable destination brand image. At this time of increased competition among destinations, DMOs seek to secure competitive advantage by focusing on service operations (Ramanathan et al., 2017). DMOs should maintain high quality standards for its pyhsical assets (e.g. clean environment) and services (e.g. comfortable, reliable transportation). Service interaction quality influences tourist satisfaction and

tourist behavior at every stage of the destination visit experience and has a final effect on destination brand loyalty. Frontline service employees shape the service experience through being the interface between the service and the service provider. In practice, this means that recruiting, training, and motivating service employees will help create memorable tourism service encounters that, in turn, will influence destination brand trust, brand loyalty and differentiate the destination brand from competitors.

The results show that self-congruence plays a key role in building destination brand trust. DMOs should conduct studies to identify how target tourists perceive themselves (actual and ideal self) and how they perceive the destination brand image. They can use this information to design a marketing campaign that create synergy between the target tourist's self-concept and destination brand image. For example, one strategy could be storytelling and organizing events that are highly congruent with the target market's self-concept or social identity (e.g., festivals and sports competitions) (Frias et al., 2020).

The destination brand equity model can help DMOs, and destination marketers to develop a unique destination brand identity. In doing so, they could determine which destination brand equity dimension is important for the target market. For instance, brand awareness and brand self-congruence were most important for destination brand trust ($SPC_{brand\ awareness} = 0.35$, $p < 0.05$; $SPC_{self-congruence} = 0.25$, $p < 0.05$) in Indonesia, whereas service interaction quality and brand self-congruence were most important for destination brand trust ($SPC_{service\ interaction\ quality} = 0.44$, $p < 0.05$; $SPC_{self-congruence} = 0.20$, $p < 0.05$) in the UK. Finally, the destination brand equity model can help assessing destination brand performance from a tourist's perspective. The destination brand equity

measurement can be used for benchmarking destination brand performance and destination competitiveness. Utilizing the destination brand equity measurement, DMOs can monitor and track destination brand performance over time. These results will enable destination marketing managers to identify the destination brand strengths and weaknesses. In doing so, destination managers can assess the success of the destination marketing strategies and develop destination brand management programs to combat with competitive pressures.

There is no question that Covid-19 had a negative impact on destinations. Hence, destination brand management is more important than ever and the nature of the relationship between destinations and tourists is paramount to succeed destination brands. Destination marketers should implement Covid-19 safety measures and deliver better tourism experiences to restore destination reputations and keep tourists engaged with destination brands. Understanding the key components of destination brand equity (i.e., brand awareness, physical quality, service quality, self-congruence, and brand identification) and their relationship with brand trust and loyalty are paramount to reduce the negative impact of Covid-19 on tourism demand. The new normal, shaped by Covid-19, places the tourists at the center of the destination branding at post-pandemic recovery. DMOs should introduce tourism activities and programs to create destination brand awareness and an opportunity to develop personalized connections with tourists. By doing so, destination brands can differentiate themselves and sustain their competitiveness in the ever-changing travel market after the Covid-19 pandemic.

5.3. Limitations

This study has some limitations. Since this is a correlational study, it is difficult to draw causal relationships between the six destination brand equity dimensions and destination brand loyalty. Future research should examine the causal relationships among brand equity dimensions using experimental methods or longitudinal studies. Although this study provides evidence about the validity of the destination brand equity model in two different cultural settings, the results cannot be generalized to other tourism destinations. Thus, future studies should test the destination brand equity model at different destinations and cultures. In addition, future studies could investigate the effect of destination brand equity on destination competitiveness using financial or non-financial performance indicators. Another limitation is the holistic approach for service quality measurement. Destination physical quality and service interaction quality may not represent all the destination service quality attributes. Although a holistic measurement of service quality is frequently used in tourism research, future work could investigate sub-dimensions of destination physical quality and service interaction quality (e.g. environment quality, transportation quality, accommodation quality, catering quality).

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Table 1. Research on Customer-Based Brand Equity (CBBE) in the Tourism Destination Marketing Literature

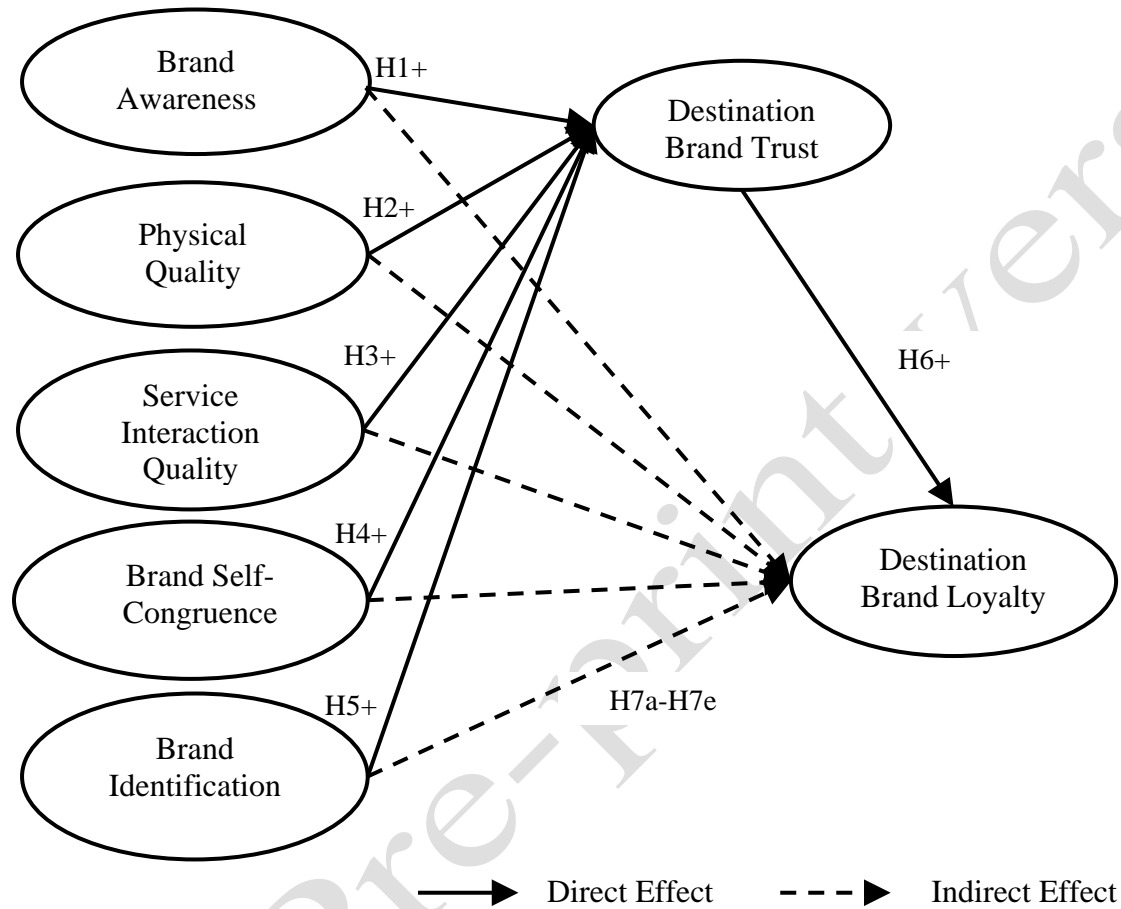| Authors	Theoretical Basis	Research Instrument	Rating Scale	Application Country/ Sample & Sample Size	Hierarchical Relationship Among CBBE Dimensions			Key Findings
					Independent Variable	Mediating Variable	Dependent Variable	
Konecnik & Gartner (2007)	Aaker (1991) Keller (1993) & Destination Image	32- multiple item scale developed from literature	5-point Likert-type / Strongly disagree – Strongly agree	Slovenia/ Germans (n=402) & Croatians (n=404)	Destination Brand Awareness, Quality, Image & Loyalty	None	None	Exploratory and confirmatory factor analysis supports validity of the four brand equity dimensions, but destination brand quality is highly correlated with destination brand image
Boo et al. (2009)	Aaker (1991)	19- multiple item scale developed from literature	7-point Likert-type/ Strongly disagree - strongly agree	USA/ Online panelists visited Las Vegas (n=270) & Atlantic City (n=240).	Destination Brand Awareness, Quality, Image & Value	Destination Brand Value	Destination Brand Loyalty	The data do not support Aaker's (1991) model. Alternative model is formed by merging destination brand quality and destination brand image under destination brand experience (DBX). Destination brand value mediates the relationship between DBX and destination brand loyalty.
Kladou & Kehagias (2014)	Aaker (1991)	31-multiple item scale developed from literature	5-point Likert-type / Strongly disagree – Strongly agree	Italy/ Foreign tourists visited Rome (n=401)	Destination Brand Awareness, & Cultural Brand Assets	Destination Brand Quality & Associations	Destination Brand Loyalty	Cultural brand assets influence destination brand awareness (DBA). Destination brand quality and brand associations mediate the relationship between DBA and destination brand loyalty.
Bianchi et al. (2014)	Aaker (1991)	15- multiple item scale developed from literature	7-point Likert-type/ Strongly disagree - strongly agree	Argentina, Brazil, Chile/ A panel database of Australian consumers who plan to visit (n=112)	Destination Brand Salience, Quality, Image & Value for Money	None	Destination Brand Loyalty	Destination brand value for money and destination brand image (associations) influence attitudinal destination brand loyalty, whereas destination brand quality does not. Destination brand salience has a positive effect on destination brand loyalty in the

								Brazilian, Chilean sample but not in Argentinian sample.
Chekalina el al. (2018)	Keller (1993) & Co-creation of Value - Vargo & Lusch (2004)	29- multiple item scale developed from literature	5-point Likert-type / Completely satisfied - dissatisfied & strongly disagree-agree	Sweden / Domestic and Russian tourists visited - Are Ski Resort (n=248)	Destination Brand Awareness, Destination Resources	Destination Brand Value & Value for Money,	Destination Brand Loyalty	The effect of destination brand awareness on destination resources was supported. Value in use and value for money mediated the effects of the destination resources on destination brand loyalty.
Kim et al. (2017)	Aaker (1991)	31-multiple item scale developed from literature	5-point Likert-type / Strongly disagree – Strongly agree	Switzerland & Austria/ Hong Kong Chinese tourists (n=464)	Destination Brand Awareness, Image & Associations	None	Destination Brand Loyalty & Overall Brand Equity	Destination brand image (including quality of tourism facilities, cultural resources etc.) and destination brand associations influence destination brand loyalty whereas destination brand awareness does not.
Tasci (2018)	Aaker (1991) & Keller (1993),	6-single item scale developed from literature	10-point numeric scale / Various labels: very low-high Very poor – excellent, very likely-unlikely	USA/ Online survey with voluntary respondents rated favorite city in USA (n=2318)	Destination Brand Familiarity, Quality, Image, Value and Overall Value for Money	Destination Brand Value & Value for Money	Destination Brand Loyalty & Tourist Satisfaction	Brand familiarity and destination image are the two most prominent components explaining loyalty, although both destination brand value and value for money mediated their relationships with destination brand loyalty
Kotsi et al. (2018)	Aaker (1991) Keller (1993) & Theory of Reasoned Action	19- multiple item scale adapted from literature	7-point Likert-type/ Strongly disagree - strongly agree	Dubai/ French (n=365) & Australian tourists (n=403)	Destination Brand Awareness, Quality, Image & Overall Value for Money	None	Destination Brand Loyalty	Confirmatory factor analysis supports validity of the model in both samples. Apart from the perceived quality, the relationships between the independent variables and destination brand loyalty are accepted.
Dedeoglu et al. (2019)	Aaker (1991) Keller (2013) & Farquhar (1990)	79- multiple item scale developed from	7-point Likert-type/ Strongly disagree - strongly agree	Turkey/ Domestic and foreign tourists	Destination Brand Awareness,	Destination Brand Quality &	Destination Brand Loyalty	Five levels of complex relationships are proposed among CBBE dimensions. Destination brand quality and brand value mediate the

		literature and qualitative research		visited Alanya Resort (n=478)	Trust & Satisfaction	Value for Money		relationship between destination brand trust (DBT) and brand awareness. DBT influences destination brand satisfaction (DBS). In turn, DBS affects destination brand loyalty.

Model 1: Destination-Based Brand Equity   **Model 2:** Consumer-Based Brand Equity (Aaker 1991)

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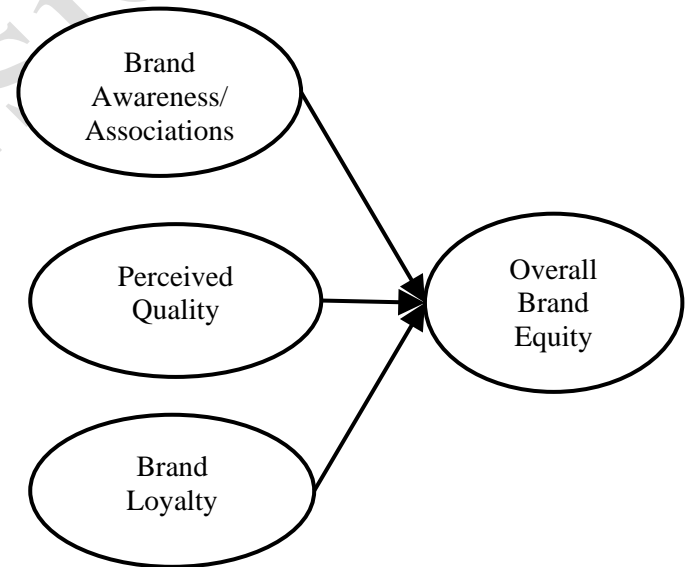
Figure 1. Two Competing Models of Consumer-Based Brand Equity in Tourism Research

Table 2. Descriptive Statistics, Reliabilities, Validities and Correlations for the Destination Brand Equity Model (n = 250)

Measures	M	SD	α	1	2	3	4	5	6	7
1. Brand awareness	5.51	0.90	0.76	**0.53**	0.27	0.32	0.30	0.18	0.50	0.44
2. Physical quality	5.68	1.07	0.91	0.52	**0.78**	0.48	0.27	0.20	0.41	0.31
3. Service interact quality	5.52	0.93	0.85	0.57	0.69	**0.66**	0.29	0.23	0.48	0.26
4. Brand self-congruence	5.27	1.17	0.91	0.55	0.52	0.54	**0.78**	0.34	0.41	0.42
5. Brand identification	4.59	1.57	0.86	0.42	0.45	0.48	0.58	**0.76**	0.25	0.24
6. Destination brand trust	5.32	1.09	0.84	0.71	0.64	0.69	0.64	0.50	**0.68**	0.49
7. Destination brand loyalty	5.40	1.16	0.78	0.66	0.56	0.51	0.65	0.49	0.70	**0.64**

Note: AVE (Average Variance Extracted) is presented in bold by the diagonal values. Inter-construct correlations (IC) are given in the diagonal of the table and of the table the upper diagonal indicates squared IC (SIC) values.

Table 3. Study 1 Results of Destination Brand Equity Model - Indonesia

	Relationships	Full		Partial	
		SPC	t	SPC	t
H1	Brand awareness $\rightarrow$ DBT	0.35	4.62***	0.35	4.44***
H2	Physical quality $\rightarrow$ DBT	0.14	2.02*	0.16	2.19*
H3	Service interaction quality $\rightarrow$ DBT	0.23	2.92**	0.25	2.98**
H4	Brand self-congruence $\rightarrow$ DBT	0.25	3.57***	0.21	2.92**
H5	Brand identification $\rightarrow$ DBT	0.06	0.99ns	0.03	0.54ns
H6	DBT $\rightarrow$ DBL	0.72	9.15***	0.31	2.64**
H7a	Brand awareness$\rightarrow$ DBL			0.25	2.52**
H7b	Physical quality$\rightarrow$ DBL			0.15	1.69*
H7c	Service interaction quality$\rightarrow$ DBL			-0.13	-1.22ns
H7d	Brand self-congruence$\rightarrow$ DBL			0.26	3.02**
H7e	Brand identification$\rightarrow$ DBL			0.07	0.94ns
	Variance explained (R^2)				
	Destination Brand Trust - DBT	0.71		0.67	
	Destination Brand Loyalty - DBL	0.51		0.61	

Note: SPC: Standardized Path Coefficient; *$p<.05$, **$p<.01$, ***$p<.001$. Model Fit Statistics for Full: n=250; χ^2 =220.05; Df=136; χ^2/ df=1.62; GFI=0.91; NFI=0.93; TLI=0.97; CFI=0.97; RMSEA 0.05 and Model Fit Statistics for Partial: N=250; χ^2 =192.65; Df=131; $\square$2/ df=1.47; GFI=0.93; NFI=0.94; TLI=0.97; CFI=0.98; RMSEA 0.04

Table 4. Study 1 Bootstrapping Result – Indonesia (n = 250)

	Relationships	Indirect Effect	Bias-Corrected Confidence Interval 95%		Direct Effect
			Lower Bound	**Upper Bound**	
H7a	Brand awareness$\rightarrow$ DBL	0.11*	0.01	0.31	0.25*
H7b	Physical quality$\rightarrow$ DBL	0.05^{ns}	-0.01	0.16	0.15^{ns}
H7c	Service interaction quality$\rightarrow$ DBL	0.08^{ns}	-0.01	0.23	-0.13^{ns}
H7d	Brand self-congruence$\rightarrow$ DBL	0.06^{ns}	-0.01	0.22	0.26*
H7e	Brand identification$\rightarrow$ DBL	0.01^{ns}	-0.04	0.09	0.07^{ns}

Note: SPC: Standardized Path Coefficient; $^*p<.05$, $^{**}p<.01$, $^{***}p<.001$; DBL = Destination Brand Loyalty.

Table 5. Descriptive Statistics, Reliabilities, Correlations and Validities of Aaker's (1991) CBBE model

	M	SD	A	1	2	3	4
1. Brand awareness/association	5.51	0.93	0.79	**0.56**	0.52	0.42	0.52
2. Perceived quality	5.59	1.02	0.81	0.72	**0.68**	0.85	0.53
3. Destination brand loyalty	5.40	1.16	0.78	0.65	0.92	**0.64**	0.59
4. Overall brand equity	5.05	1.11	0.86	0.72	0.73	0.77	**0.62**

Note: AVE (Average Variance Extracted) is presented in bold by the diagonal values. Inter-construct correlations (IC) are given in the diagonal of the table and of the table the upper diagonal indicates squared IC (SIC) values.

Table 6. Model Fit Statistics for the Measurement Models of Aaker's CBBE

	n	χ^2	df	χ^2/df	GFI	NFI	TLI	CFI	RMSEA
Model 2 (with DBL)	250	86.48	38	2.28	0.95	0.94	0.95	0.97	0.07
Model 2A (without DBL)	250	65.63	24	2.74	0.95	0.94	0.94	0.96	0.08

Note: DBL = Destination Brand Loyalty

Table 7. Overall Destination Brand Equity: Comparing Destination Brand Equity with Aaker's revised CBBE model

Relationships	DV = OBE Model 1		DV = OBE Model 2A	
	SPC	t	SPC	t
Model 1: Destination Brand Equity				
Brand awareness $\rightarrow$ OBE	0.17	1.87[*]	-	-
Physical quality $\rightarrow$ OBE	-0.09	-1.20[ns]	-	-
Service interaction quality $\rightarrow$ OBE	0.01	0.06[ns]	-	-
Brand self-congruence $\rightarrow$ OBE	0.39	4.98[***]	-	-
Brand identification $\rightarrow$ OBE	0.20	2.85[**]	-	-
Destination brand trust $\rightarrow$ OBE	0.26	2.53[**]		
Model 2A: Aaker's (1991) revised CBBE				
Brand awareness/association $\rightarrow$ OBE	-	-	0.40	3.91[***]
Perceived quality $\rightarrow$ OBE	-	-	0.45	4.42[***]

Variance explained (R^2)

Overall Brand Equity	0.63		0.61

Note: SPC: Standardized Path Coefficient; ***p<.001. DV = Dependent variable.

Model 1 Fit statistics - n=250; χ^2 = 273.15; Df=1.63; GFI=0.91;' NFI=0.93: TLI=0.96; CFI=0.97; RMSEA=0.05.

Model 2A Fit statistics - n=250; χ^2 = 65.63; Df=2.74; GFI=0.95: NFI=0.94: TLI=0.94; CFI=0.96; RMSEA=0.08.

Table 8. Study 2 Results of Destination Brand Equity Model – UK (n = 246)

	Relationships	Full		Partial	
		SPC	t	SPC	t
H1	Brand awareness → DBT	0.12	1.62^{ns}	0.06	0.81^{ns}
H2	Physical quality → DBT	0.18	2.05^{*}	0.18	1.99^{*}
H3	Service interaction quality → DBT	0.44	5.32^{***}	0.47	5.48^{***}
H4	Brand self-congruence → DBT	0.20	2.63^{**}	0.18	2.30^{*}
H5	Brand identification → DBT	0.14	1.82^{*}	0.11	1.42^{ns}
H6	DBT → DBL	0.56	7.17^{***}	0.18	1.90^{*}
H7a	Brand awareness→ DBL			0.49	6.14^{***}
H7b	Physical quality→ DBL			0.09	1.10^{ns}
H7c	Service interaction quality→ DBL			-0.02	-0.29^{ns}
H7d	Brand self-congruence→ DBL			0.19	2.56^{**}
H7e	Brand identification→ DBL			0.18	2.34^{**}
Variance explained (R^2)					
	Destination Brand Trust (DBT)	0.57		0.52	
	Destination Brand Loyalty (DBL)	0.31		0.67	

Note: SPC: Standardized Path Coefficient; $*p<.05$, $**p<.01$, $***p<.001$; Model Fit Statistics Full – n=246; χ^2=287.54; χ^2/dfc = 2.19; GFI=0.89' NFI=0.88; TL=0.91; CFI=0.93' RMSEA=0.07 and Model Fit Statistics Partial - N=246; χ^2=209.11; χ^2/dfc =1.60; GFI=0.92: NFI=0.91; TL=0.96; CFI=0.97: RMSEA=0.05.

Table 9. Study 2 Bootstrapping Result - UK

	Relationships	Indirect Effect	Bias-Corrected Confidence Interval 95%		Direct Effect
			Lower Bound	Upper Bound	
H7a	Brand awareness→ DBL	0.01^{ns}	-0.01	0.07	0.49^{***}
H7b	Physical quality→ DBL	0.03^{*}	-0.00	0.13	0.09^{ns}
H7c	Service interaction quality→ DBL	0.08^{ns}	-0.02	0.22	-0.02^{ns}
H7d	Brand self-congruence→ DBL	0.03^{ns}	-0.01	0.13	0.19^{*}
H7e	Brand identification→ DBL	0.02^{ns}	-0.01	0.10	0.18^{*}

Note: SPC: Standardized Path Coefficient; $*p<.05$, $**p<.01$, $***p<.001$; DBL = Destination Brand Loyalty.

Appendix 1. Measurement Items for Destination Brand Equity (n = 250)

Measures (7-point: 1 = Strongly Disagree – 7 = Strongly Agree)	**SPC**
	Indonesia
Brand Awareness *(Adapted from Buil et al., 2008)*	
When I think of tourism destinations, this "destination" is one of the destinations that comes to mind	0.60
This "destination" is a destination that I am familiar with	0.78
I know what this "destination" looks like	0.79
Physical Quality *(Adapted from Buil et al., 2008)*	
This "destination" offers attractions of good quality features	0.92
This "destination" offers attractions of consistent quality	0.92
This "destination" offers clean environment	0.80
Service Interaction Quality *(Adapted from Nam et al., 2011)*	
Employees who are serving at this "destination" are competent in doing their jobs	0.80
Employees who are serving at this "destination" are helpful	0.86
Employees who are serving at this "destination" are friendly	0.77
Brand Self Congruence *(Adapted from Nam et al., 2011)*	
The typical visitors of this "destination" have an image similar to how I like to see myself	0.89
This "destination" has an image similar to how I like to see myself	0.93
This "destination" has an image, which represents how I would like others to see me	0.82
Brand Identification *(Adapted from Nam et al., 2011)*	
If I talk about this "destination", I usually feel part of this "destination"	a
If a story in the media criticizes this "destination", I would feel embarrassed	0.84
When someone criticizes this "destination", it feels like a personal insult	0.90
Destination Brand Trust *(Adapted from Lassar et al., 1995)*	
I consider the companies and people who stand behind this "destination" to be trustworthy	0.91
In regard to consumer interests, this "destination" seems to be caring	0.87
I believe that this "destination" does not take advantage of consumers	0.68
Destination Brand Loyalty *(Adapted from Yoo & Donthu, 2001)*	
I consider myself to be loyal to this "destination"	0.80
This "destination" would be my first choice	0.80
I will not visit other destinations if this "destination" is available	a

Overall Brand Equity *(Adapted from Yoo & Donthu, 2001)*

It makes sense to visit this "destination" instead of any other destinations, even if they are the same	0.76
Even if another destination has the same features as this "destination", I will prefer to visit this "destination"	0.84
If there is another destination as good as this "destination", I prefer to visit this "destination"	0.75
If another destination is not different from this "destination" in any way, it seems smarter to visit this "destination"	0.79

Note: a = removed; SPC = standardized path coefficients.

Appendix 2. Measurement Items for Aaker's (1991) CBBE Model (n = 246)

Measures (7-point scale: 1 = Strongly Disagree – 7 = Strongly Agree. *Adapted from Yoo and Donthu (2001)*	**SPC** Indonesia
Brand Awareness	
I can recognize this "destination" among other destinations	0.74
I know a lot about this "destination"	0.74
Some characteristics of this "destination" come to my mind quickly	0.76
Perceived Quality	
The likely quality of this "destination" is extremely high	0.82
The likelihood that this "destination's" functional quality is high	0.83
Brand Loyalty	
I consider myself to be loyal to this "destination"	0.83
This "destination" would be my first choice	0.77
I will not visit other destinations if this "destination" is available	a
Overall Brand Equity	
It makes sense to visit this "destination" instead of any other destinations, even if they are the same	0.77
Even if another destination has the same features as this "destination", I will prefer to visit this "destination"	0.84
If there is another destination as good as this "destination", I prefer to visit this "destination"	0.74
If another destination is not different from this "destination" in any way, it seems smarter to visit this "destination"	0.79

Note: a = removed; SPC = Standardized path coefficients.