Analysis of City Branding and Smart City on The Decision to Visit Geopark Ciletuh Sukabumi

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Abstract

This study aims to analyze city branding and smart city on the decision to visit Ciletuh Geopark, Sukabumi Regency. The method used in this study is a quantitative descriptive method. The results of this study indicate that City Branding has an effect on City Image, Smart City has a positive effect on City Image, City Image has an effect on the decision to visit, meaning that the better the City Branding that is implemented, the more it will increase the visitor's decision to visit Ciletuh Geopark, City Branding has no effect on the decision to visit, and Smart City has an effect on the decision to visit. This study contributes to the development of marketing management science, especially in the field of city branding and smart city in the tourism industry. The results of this study emphasize the importance of applying these concepts to improve visitor experience and satisfaction, and offer additional insights on how to optimize destination marketing strategies through technological innovation and more effective branding approaches.

Keywords	*City Branding, Smart City, City Image, Visiting Decision*

INTRODUCTION

Currently, various cities in Indonesia are competing in implementing city branding to promote the identity and image that reflects their respective cities (Huertas, 2021). City branding is an evolution of place marketing. City branding is included in city planning through various efforts to create differentiation and strengthen city identity to attract tourists, investors, quality workers, industry, and improve the quality of relations between residents and the city (Salamah & Yananda, 2019). Meanwhile, according to Simon (2006), city branding is the management of a city's image through strategic innovation and coordination in the fields of economy, social, commercial, culture, and government policy.

In the economic and trade sector, brands are assets that build value for customers. Product brands can increase sales and facilitate product recognition. so that the brand that people see encourages purchases. In everyday life, brands are usually found in products or services. In tourism, brands can be applied to a destination, city, or country (Kotler & Armstrong, 2016).

Smart city is a concept that aims to solve various urban problems through the use of technology. This concept applies Information and Communication Technology (ICT) in the development and management of cities with various dimensions such as smart governance, smart economy, smart life, smart society, and smart imaging. The purpose of a smart city is to improve people's standard of living, optimize resource utilization, and solve urban problems. In the context of tourism, smart cities can use technology to improve services and information in an area, accessible anytime and anywhere by the community according to the smart city concept (Tahir & Khadijah, 2021).

City branding is a strategy widely adopted by cities around the world to improve their attractiveness and image. However, the implementation of city branding does not always go

as expected, there is often a gap between theory and reality in the field. For example, research conducted by Rachmi (2019) found that the city branding "Shining Batu" in Batu City succeeded in improving the city's image and significantly influenced tourists' decisions to visit. This finding supports the theory that city branding can be an effective tool to increase tourist visits and strengthen the positive image of the city. On the other hand, in Manado City, research by Wenas (2021) showed that city branding did not have a significant influence on tourists' decisions to visit. This shows that although city branding has great potential, its implementation requires the right strategy by taking into account the unique factors of each city, such as local culture, community needs, and tourists' perceptions of the destination. Previous research also emphasized the importance of integrating various elements in city branding, including economic, social, and cultural aspects, to achieve the desired results (Rachmi, 2019). This shows that the success of city branding depends not only on the use of catchy slogans and logos, but also on continuous efforts to create meaningful experiences and build relationships with tourists.

In addition to city branding, the smart city concept also faces similar challenges in its implementation. Smart cities aim to improve the quality of life of residents and the attractiveness of the city through the application of advanced technology and the integration of various systems in city management. In Bandung, for example, the implementation of smart cities has been proven to improve the quality of life and attract tourists by providing better facilities and more efficient services (Utami & Azis, 2021). However, in Balikpapan, despite efforts to improve smart city branding, the impact has not been significant in influencing tourist visit decisions (Nomor et al., 2023).

Implementation of city branding in tourist destinations can influence tourists' decisions in visiting the location. Ownership of branding or brands in a particular city will have a unique image for tourists because it has characteristics that distinguish it from other cities, therefore conveying a different experience (Jannah et al., 2014). In addition, city branding aims to increase tourist visits to tourist attractions by referring to the 5A principle, which includes Attraction, Accessibility, Amenity, Accommodation, and Activities (Fatmala et al., 2022). The application of the 5A principle is expected to be a solution to overcome various problems in tourist destinations and help improve the economy of the area (Parawansah et al., 2022).

The second largest regency in Java Island is Sukabumi. Located in Palabuhanratu, a coastal regency facing the Indian Ocean, Sukabumi completely surrounds the administratively separate Sukabumi City. Sukabumi Regency borders Bogor Regency to the north, Cianjur Regency to the east, the Indian Ocean to the south, and Lebak Regency to the west, this area covers 47 sub-districts, 5 urban villages, and 381 villages, with a total area of 4,145.70 km². This makes Sukabumi home to many tourist destinations, ranging from natural attractions to cultural and historical sites.

In Sukabumi Regency, visitors can enjoy the beauty of the beaches, waterfalls, and unique geological landscapes of the Ciletuh Geopark (Sukabumi Tourism Office, nd). Tourists can also learn about Sundanese history and culture by visiting various cultural and historical sites. Geographically, Sukabumi Regency is dominated by fertile mountainous

areas in West Java, so it is often referred to by the acronym "GURILAPSS" (Mountain, Jungle, Sea, River, Beach, Art-Culture). Around 28,896 tourists spent their holidays at Ciletuh Beach, with the peak of visits occurring on Sunday, December 24, when the number of visitors exceeded 11 thousand people (Sapari, Inews, 2023). These data show an increase in the number of visitors each year, which is a potential opportunity to develop city branding and implement smart cities in Sukabumi Regency. This step is important because the increase in the number of visitors requires each region to continue to explore the potential of resources to be more competitive, attractive, and in demand by tourists.

As for the identification of the research problem, Given the various issues that need to be addressed so that the research can be discussed comprehensively and achieve the desired goals, so that problem limitations are needed. This study focuses on the analysis of city branding and smart city on the decision to visit Sukabumi district with the criteria determined by the author.

The findings of this study are expected to provide benefits for the Sukabumi Regency Tourism Office as a consideration in making decisions and strategies for developing more effective regional tourism. And useful for authors as an exercise in developing theoretical abilities, as well as for academics and subsequent researchers as a reference to expand knowledge and the basis for further research in the field of marketing management.

METHOD

The method used in this study is quantitative descriptive. The quantitative descriptive method is used because this method is carried out with the aim of providing an overview or describing a situation objectively. Therefore, in this study, researchers will use descriptive research with survey methods and quantitative approaches to determine the analysis of city branding and smart city on the decision to visit Sukabumi Regency, a case study of tourists visiting the Geopark. Questionnaires are used to collect data, information, and facts that occur in the field during the implementation of this study.

The natural population of this study is the Sukabumi Regency Geopark and respondents are tourists who visit the Geopark with a sampling technique using simple random sampling. In this study, the sample size required is 97 respondents.

RESULT AND DISCUSSION
Brief Profile of Research Site

Ciletuh Geopark, located in Sukabumi Regency, West Java, is one of the most enchanting natural tourist destinations in Indonesia. Recognized as a UNESCO Global Geopark, it is renowned for its unique geology, biodiversity, and rich cultural heritage encapsulated in the concept of GURILAPSS (Geology, People, Forest, Sea, Beach, River, and Art). Ciletuh Geopark offers a variety of main attractions that captivate tourists, including stunning geological formations. Ciletuh Geopark is also home to a variety of unique flora and fauna, as well as local communities rich in tradition and culture. The combination of natural beauty and cultural values makes Ciletuh Geopark a destination that not only offers visual beauty, but also an educational and memorable experience for visitors.

Respondent Overview

This study involved distributing 107 questionnaires to tourists who were going to or had visited the Ciletuh Sukabumi Geopark. The questionnaires were designed to collect in-depth information related to tourists' perceptions and experiences that were relevant to the research variables studied.

Respondent characteristics based on gender

Based on the data collected, this study involved 107 respondents who were differentiated by gender. Of that number, the majority of respondents were male, as many as 71 people or 66.4%, while female respondents numbered 36 people or 33.6%. This shows that the majority of visitors to the Ciletuh Geopark are male. This information is important to understand the demographics of visiting tourists, which can be used in designing promotional strategies and developing facilities at this tourist destination.

Respondent characteristics based on age

Based on the data of respondents who participated in this study, the age groups were divided as follows: 7 people aged 17-20 years, 70 people aged 21-30 years, 27 people aged 31-40 years, and 3 people aged 41-50 years. The data shows that the majority of visitors to Ciletuh Geopark are in the age range of 21-30 years. This information indicates that Ciletuh Geopark is more attractive to young adults, which can be the basis for designing a more effective marketing strategy that focuses on this age group. Discussion

CFA Validity Test

CFA validity, or the degree of accuracy, refers to the extent to which a research instrument is able to capture data relevant to the problem being studied. In this case, validity relates to the ability of the instrument to accurately measure latent concepts or constructs. Testing the validity of latent variable or construct indicators can be done through factor analysis, which aims to assess whether the indicators in the instrument are valid. Indicators are considered valid if they consistently and accurately measure the intended latent variables or constructs, so that the research results are reliable and relevant. If there are invalid indicators, they must be removed to ensure optimal assessment. The results of the validity test show that all instruments have a factor loading value of more than 0.5, so all indicators are declared valid.

Reliability Test

Construct reliability measures the internal consistency of indicators in measuring a variable. Variance extracted (AVE) shows the proportion of variance of an indicator that can be explained by the variable in question. To assess the reliability of a measurement model, two main approaches are the construct reliability (CR) and variance extracted (AVE) tests for each latent variable. A construct is considered reliable if the CR value is ≥ 0.70 and AVE is ≥ 0.50. In this study, all variables tested met the CR and AVE criteria, so they were

declared reliable and valid as measuring instruments.

Normality Test

Data normality can be evaluated using the Critical Ratio (CR) value for skewness or kurtosis. Kline (2011) stated that the CR limit for skewness is 3, and for kurtosis is 8. If the CR values for skewness and kurtosis are within this limit range, the data is considered to meet the assumption of normality and is valid for further analysis. In this study, the data was declared normal because the CR value for kurtosis was less than 8 and the average CR for skewness was below 3, so the data met the normality criteria and was ready for further testing.

Outlier Test

The outlier test aims to identify data that deviates significantly from the general pattern of other data, which can affect the results of the analysis. One method for detecting outliers is the Mahalanobis Distance Test, which measures the distance of each data point from the center of the data distribution in a multivariate manner. The results of the Mahalanobis Distance calculation are compared with the critical chi-square value to determine whether the data is an outlier. In this study, this test was carried out using the chi-square value at 22 degrees of freedom (according to the number of indicators) with a significance level of $p < 0.001$, namely CHIINV $(0.001, 22) = 48.26794$. If the Mahalanobis Distance is greater than this value, the data is considered an outlier. However, based on the output of the outlier test from Amos, no data was found to be an outlier, so no data needed to be discarded.

Multicollinearity Test

The multicollinearity test aims to detect the presence of a very strong linear relationship between variables in the model that can interfere with the analysis. The AMOS program provides a warning if there is multicollinearity or singularity that can hinder the calculation. One indicator of the absence of multicollinearity is the determinant value of the sample covariance matrix which is very small or close to zero. In this study, the estimation results show a Determinant of Sample Covariance Matrix value of 0.000, which indicates that there is no multicollinearity. This means that the variables in the model do not have a very strong linear relationship, so that the analysis can be continued without constraints from multicollinearity.

Goodness Of Fit Test

The goodness of fit test aims to assess how well a statistical model reflects the observed data by comparing the expected or predicted values of the model with the actual values. The goodness of fit index measures the extent to which a model can accurately describe patterns in the data, where the difference between observed and predicted values is minimal. A model is said to be appropriate if it meets the goodness of fit criteria, indicating that the model is suitable for further analysis. The following are the results of the full model

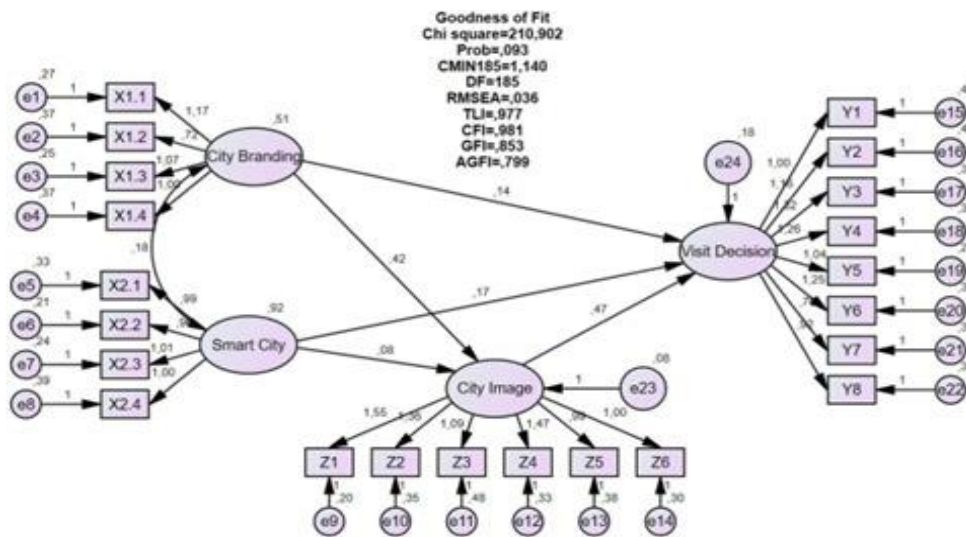analysis from the goodness of fit test that was carried out, which have met the established assumptions.

Figure 1. Full model goodness of fit test

The test results above are summarized in the following table.

Table 1. Goodness of Fit Full Model

No	Goodness of fit indeks	Cut off value	Hasil Analisis	Keterangan
1	Chi – Square	$< (df:170, \alpha:0,05)$	210,902	Fit
2	CMIN/DF	$< 2,00$	1,140	Fit
3	Probability	$> 0,05$	0,093	Fit
4	GFI	$> 0,90$	0,853	Marginal
5	AGFI	$> 0,90$	0,779	Marginal
6	TLI	$> 0,90$	0,977	Fit
7	CFI	$> 0,95$	0,981	Fit
8	RMSEA	$< 0,08$	0,036	Fit

In this study, the model meets the goodness of fit criteria with an X^2 Chi-Square value of 210.902, CMIN/DF of 1.140, probability of 0.093, GFI of 0.853, AGFI of 0.799, TLI of 0.977, CFI of 0.981, and RMSEA of 0.036, so that the research model can be considered appropriate.

Coefficient of Determination Test

The coefficient of determination measures the influence of independent variables on dependent variables and in AMOS is expressed as R Squared Multiple Correlations. The R Squared Multiple Correlations value on the influence of SC and CB variables to CI is 0.557, which means that the influence of SC and CB on CI is 55.7%. While the R Squared Multiple Correlations value on the influence of SC, CB and CI variables to VD is 0.400, which means that the influence of SC, CB and CI to VD is 40%.

Hypothesis Test Results

This study aims to analyze or assess the application of city branding and smart city on satisfaction of visiting Ciletuh Geopark, Sukabumi.

Table 2. Hypothesis Test Results

			Estimate	SE	CR	P	Label
CI	<---	CB	0.424	0.082	5.183	***	par_19
CI	<---	SC	0.092	0.041	2.266	0.023	par_20
VD	<---	CI	0.472	0.229	2.06	0.039	par_21
VD	<---	CB	0.149	0.123	1.21	0.226	par_22
VD	<---	SC	0.175	0.06	2.905	0.004	par_23

The results of the hypothesis test in the study showed that of the five hypotheses proposed, four hypotheses were accepted and one hypothesis was rejected. The results of the significance test showed the P-value and Critical Ratio (CR) as the main indicators. The accepted hypothesis has a P-value <0.1 and CR> 1.96, which indicates significance at the 5% level. Hypothesis 1 is accepted with a P-value of 0.17 and CR 5.183. Hypothesis 2 is accepted with a P-value of 0.023 and CR 2.266. Hypothesis 3 is accepted with a P-value of 0.039 and CR 2.060. Hypothesis 4 is rejected with a P-value of 0.226 and CR 2.905 and hypothesis 5 with a P-value of 0.004 and CR 2.905.

The Influence of City Branding on City Image

This study uses SEM analysis, with the main indicators being the P-value and Critical Ratio (CR), showing that the P-value is 0.000 <0.1 and the CR value is 5.183> 1.96. With indicators of Brand Recognition, positive perception, Economic Growth and Investment and Community Loyalty and Support. Based on these data, it is said that City Branding has an influence on City Image, this is evidenced by previous research by (Jesi et al., 2017) with the results of the study that the influence of City Branding on City Image has a significant effect.

The Influence of Smart City on City Image

The results of this study used SEM analysis, with the main indicators being the P-value and Critical Ratio (CR), showing that the P-value was 0.023 <0.1 and the CR value was 2.266> 1.96. With the indicators of Technology Infrastructure and Connectivity, the use of Technology for Public Services, energy efficiency and environmental governance and innovation in transportation and mobility. Based on these data, it is said that Smart City has an influence on City Image, this is proven by previous research by

The Influence of City Image on Visiting Decisions

The results of this study used SEM analysis, with the main indicators being the P-value and Critical Ratio (CR), showing that the P-value was 0.039 <0.1 and the CR value was 2.060> 1.96. With indicators of tourist perception (Tourist Perception), business

reputation (Business Reputation), international recognition (International Recognition) and citizen satisfaction (Citizen Satisfaction). Based on these data, it is said that City Image has an influence on visiting decisions as evidenced by previous research by (Tahir & Khadijah, 2021) showing that the concept of City Image is the basis for calculating the City Image index of 70 cities in Europe. The results of the study revealed that City Image has a significant influence on tourist visiting decisions.

The Influence of City Branding on Visiting Decisions

The results of this study used SEM analysis, with the main indicators being the P-value and Critical Ratio (CR), showing that the P-value was 0.226> 0.1 and the CR value was 2.905> 1.96. With indicators of tourism information and promotion, accessibility and transportation, accommodation and tourism facilities and tourist experience and attractions. Based on these data, it is said that City Branding has no effect on the decision to visit. However, in fact, compared to previous research by (Saputri & Irawan 2018) it shows that the City Branding variable has a significant effect on the decision to visit.

The Influence of Smart City on Visiting Decisions

The results of this study used SEM analysis, with the main indicators being the P-value and Critical Ratio (CR), showing that the P-value was 0.004 <0.1 and the CR value was 2.905> 1.96. With indicators of tourism information and promotion, accessibility and transportation, accommodation and tourism facilities and tourist experience and attractions. Based on these data, it is said that Smart City has an influence on visiting decisions as evidenced by previous research. In this study, the influence of Smart City on visiting decisions is complex and depends on many factors. Based on research conducted by (Amrullah et al., 2022) it shows that City Branding and City Image have a significant influence on tourists' visiting decisions to Jakarta City, Smart City can influence visiting decisions in various ways. For example, Smart City can strengthen city identity and clarify the tourist experience. This can be done through attractive City Branding and a positive City Image.

CONCLUSION

Based on the results of the analysis and hypothesis testing conducted in the study on "Analysis of City Branding and Smart City on the decision to visit the Ciletuh Geopark", the following conclusions can be drawn:
1. The results of the study show that City Branding has an effect on City Image, meaning that the better the City Branding that is implemented, the better the City Image of the Ciletuh Geopark destination.
2. The results of the study show that Smart City has a positive effect on City Image, meaning that the better the Smart City that is implemented, the better the City Image of the Ciletuh Geopark destination.
3. City Imageinfluences the decision to visit, meaning that the better the City Branding implemented, the more it will increase visitors' decisions to visit the Ciletuh Geopark.

4. City Brandingdoes not influence the decision to visit, meaning that City Branding does not influence the decision to visit Ciletuh Geopark.

5. The results of the study show that Smart City has an influence on visiting decisions, meaning that the better the Smart City implemented, the more it will increase visitors' decisions to visit the Ciletuh Geopark.

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