POSITIONING, DIFFERENTIATION, AND BRAND COMPONENT IN THE BRANDING SUCCESS OF TAKENGON MEDIATED BY COFFEE TOURIST DESTINATION

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ABSTRACT
This study aims to examine the effect of Positioning, Differentiation, and Brand Component on the Branding Success of Takengon Mediated by Coffee Tourism Destination. This research was conducted on all tourists who have visited tourist destinations in Takengon City, Indonesia. The number of respondents was 250 tourists. The method used in analyzing the data was Structural Equation Modeling (SEM). The results reveal that positioning affects tourist destination, differentiation does not affect tourist destination, brand component affects tourist destination, positioning affects branding success, differentiation does not affect branding success, brand component affects branding success, tourist destination affects branding success, tourist destination mediates the positioning effect on branding success, tourist destination does not mediate the differentiation effect on branding success, and tourist destination mediates the brand component effect on branding success. The tourist destination is proven in the model as a partial mediator for the positioning and brand component effects on branding success. These findings prove that the model for increasing the branding success of Takegon is a function of strengthening positioning, completeness of brand components, and strengthening the brand as a coffee tourist destination.

Keyword: Positioning, Differentiation, Brand Component, Tourist Destination, Branding Success.

1. INTRODUCTION

The existence of Takengon as one of the most strategic cities in the central region of Aceh Province cannot be separated from geographical factors and the support and attractiveness of its natural resources. The tourism potential and as one of the areas in Aceh which is the main producer of Gayo Arabica coffee is the main support for this area. Government policies in the tourism sector in welcoming the high interest of domestic tourists to travel in the post-pandemic era are quite relevant. This is indicated by various strategic programs launched by the government at both the central and regional levels. Where in the context of Takengon, as the capital of Central Aceh Regency, every year it is always the center of organizing important events both regionally and nationally. At the same time, recovery in the post-pandemic tourism sector is increasingly visible in line with the termination of Community Activity Prison Restrictions (PPKM) throughout Indonesia in mid-2021. Domestic tourist visits have shown an increase, although foreign tourists have not shown a significant increase. . Based on the report from the Central Statistics Agency (BPS), domestic tourist visits for the last three years (2018-2020) are shown in the following table:

The number of tourists decreased drastically in 2020 with a decline of 81.8%. This is in

contrast to the previous year which experienced a very significant increase of 231.5%. At the Central Aceh District Government level, a number of policies have been formulated to improve the image and promotion of tourism in the area by providing stimulus and ease of doing business for tourism sector business actors. Not only that, but the Central Aceh Regency Government is also seeking to develop tourist destinations through the Government Cooperation with Business Entity (PPP) scheme. The policy was formulated in the context of developing tourist destinations in Central Aceh which has around 62 tourist attractions. Of these, 40 locations are natural tourism objects while the rest are historical tourism objects (13 locations) and 9 are artificial tourism objects (antaranews.com, 2019). The policies and initiatives for developing tourist destinations developed by the Aceh Regency Government need to be accompanied by appropriate destination branding strategies. Experience in various leading destinations in various parts of the world, tourist destination branding is an integral part of marketing activities carried out by the destination management office, in this case, the Ministry of Tourism at the national level and the Tourism Institution at the provincial and district/city levels.

The existence of Takengon as a tourist destination has not been packaged with attractive branding, so consumers are still limited to associating it with Lake of Laut Tawar or Pantan Terong and its Coffee. To provide a unique and distinctive identity, a special branding effort is needed for Takengon as a leading tourist destination in Aceh Province. The result of the initial survey conducted for this study explains that the overall success of tourism branding in Takengon is good because the average value is 3.59 or is in the 3.40-4.20 category. However, there are still indicators that have low values where tourists think that traveling in Takenogn is not in line with expectations and tourists think that tourism branding in Takenogn is not done consistently. This shows that the branding has not been maximized. There are many things behind the success of branding tourist destinations, some of which include strengthening the positioning of tourist destinations. In this context, Takengon as a tourist destination must be positioned with a certain image so that it gets a special place in the minds or minds of tourists. If the beauty and uniqueness of nature or the existence of Arabica Gayo coffee which is widely known internationally want to be used as a positioning, then of course it will place Takengon in a special niche market for tourists who are also coffee lovers.

The initial survey result also figures that the overall positioning of tourism in Takengon is good because the average value is 3.63 or is in the 3.40-4.20 category. However, there are still indicators that have low values where tourists think that traveling in Takengon is not too meaningful for themselves and tourists think that Takengon is not a tourist destination for all people. This shows that the positioning of Takengon tourism is still not optimal. Many previous researchers have examined the effect of positioning on tourist destinations in general. The success of a destination in positioning itself as a unique destination by offering a value proposition that is not the same as competing destinations will result in competitive advantage (Molina et al., 2019; Chacko, 1996). In addition to positioning, a differentiation strategy can also be used to ensure that, although geographically, Takengon's position is a bit far from the entrance to Aceh, there is good access by land. Sea and air, but with the power of differentiation that makes it different from other destinations. The differentiation strategy is not tied to cost-cutting initiatives so that the price of the products and services offered can be lower than that of rival destinations. This aspect of differentiation can be a combination of various elements owned by the destination such as natural beauty, rich cultural heritage, Muslim communities, and Arabica coffee. These four elements can

be a major differentiator between Takengon and other similar destinations.

The initial survey result reveals that overall tourism differentiation in Takengon is good because the average value is 3.91 or is in the 3.40-4.20 category. However, there are still indicators that have low values where tourists think that the available infrastructure and facilities also do not have their uniqueness. This shows that the differentiation of Takengon tourism is still not maximized. Tinsley & Lynch (2008), the research is still qualitative. However, in another study conducted by Wardiyanta, Adilla & Hidayat (2020), it was found that differentiation does not have a significant effect on the development of tourist destinations. Based on the existing literature, research on the effect of differentiation on tourist destinations still needs attention.

The next factor is the brand component. According to Balakhrisnan et al. (2008) brand component is a collection of elements that form a destination brand, both functional and symbolic elements. The functional destination brand component is associated with practical matters. For example, from the aspect of benefits, physical justification, availability, and economy (Cooper, 1989). Therefore, this functional component is associated with the tangible aspects of the destination brand. This component consists of three subcomponents, namely activities and facilities, business and historical tourism, heritage and culture. The symbolic destination brand component can be identified with the fulfillment of higher needs. For example, related to experience, social needs, self-esteem, lifestyle, and identity (Cooper, 1989). It is associated as a symbolic emotional component of a destination brand, because of its characteristics that cannot be identified with the naked eye, the substance of its elements is intangible (Dr. Chematony & McWiliam, 1989). The initial survey result also describes that the overall tourism brand component in Takengon is good because the average value is 3.69 or is in the 3.40-4.20 category. However, there are still indicators that have a low value where tourists think that tourism facilities and facilities in Takengon are not safe and comfortable for tourists, and traveling to Takengon does not provide added value for tourists. This shows that the brand component of Takegon tourism is still not optimal. Research on brand components is still little done by researchers. (Balakrishnan et al, 2011) are there any of the few researchers who have conducted studies in this field. Research that connects brand components with tourist destinations is also still little researched (understudy). Judisseno (2019) examines Destination Branding and Tourism Promotion. So from the discussion, the authors propose the research model regarding positioning, differentiation, and brand component in the branding success of Takengon mediated by coffee tourist destination.

2. LITERATURE
Branding Success

Branding in the context of a city is defined as a symbolic goal of all information related to a city to create a relationship related to that city (Lucarelli & Berg, 2011). Meanwhile, in the context of tourist/travel destination, branding is defined as an effort to develop a unique identity to distinguish one tourist destination from another, both actual and potential (Greaves & Skinner, 2010). The definition of branding for the destination is different from the definition for branding products or services. This is related to the complexity of the destination which is based on the diversity of products and services affiliated with it. Therefore Brain, Levy, and Rithchie (2005) recommend that the definition of destination branding should include aspects of competition, tourist experience, and destination image. The same thing was also stated by Seaton (1997) who explained that destination branding is different from company product branding because it is

influenced by the complexity of the elements possessed by destination products compared to company products.

Furthermore, Rithchie & Ritchie (1998) define destination branding as a name, symbol, logo, word sign, or other graphics that marks and distinguishes a destination; that fulfills the promise of a memorable experience from the destination. It also consolidates, reinforces, and collects pleasant memories of the destination experience. Thus, the success of branding a tourist destination is largely determined by the ability of the destination management office (DMO) in this case the ministry of tourism or the tourism office at the destination.

Schiffman and Kanuk (2010) mentioned the factors of branding success are as follows:

1. Quality or quality is related to the quality of the products offered by the company manufacturers with certain brands.
2. Can be trusted or relied on concerning opinions and an agreement formed by the community about a product that is consumed.
3. Uses or benefits associated with the function of a product that can be used by consumers
4. Services related to the producer's duties in serving the consumer.
5. Risk is related to the profit and loss experienced by consumers.
6. The price in this case is related to the high or low the small amount of money that consumers spend to influence a product, which can also affect the long-term image.
7. The image is owned by the brand itself, namely in the form of customers, opportunities, and information related to a brand or product certain.

The indicators of destination branding according to Hidayat (2009) are as follows:

1. Image

The destination branding process should allow the destination to create the desired image to accurately portray that image to tourists.

2. Recognition

Recognizing a brand or more specifically a destination logo to tourists is the most important first step in shaping the awareness of tourists when they are in the process of trying to make a purchase decision. But many destination logos are not immediately recognizable. With the support of branding in the marketing activities of hotel companies, it can raise awareness of destination logos among tourists and potential tourists.

3. Consistency

Consistency helps facilitate tourist awareness of the destination and provides quality assurance while at the same time reducing the perception of risk.

4. Emotional response

Tourists spend large sums of money and spend considerable time getting to experience the destination. If tourists do not make a positive emotional reaction, then the destination cannot expect tourists to be loyal, both to visit again and to recommend the destination to other tourists.

5. Brand Message

The destination must recognize the importance of maintaining open communication with travelers.

6. Creating expectations

Due to increased competition and tourist choice, destination management does not only play a role in building awareness but also delivers on the promise of a quality experience to influence tourists during the decision-making process.

Tourist destination

Based on a study conducted by Jolliffee (2010) coffee tourist destinations can be illustrated as tourist attractions where tourists can enjoy the experience of enjoying coffee, history, traditions, products, and even culture related to coffee. Coffee tourism destinations are a relatively new concept for developing countries, but this study has long been conducted in European and North American countries (Lyon, 2013). In Rwanda, Guatemala, and Thailand, coffee tourism destinations are also developing. In Thailand, for example, coffee plantations in the northern part of the country have become a tourist destination for foreign tourists and domestic fans of Arabica coffee (Smith, Suthitakon, Gultawhatvichai, & Karjanakit, 2019). In the Indonesian context, the promotion of coffee tourist destinations has also become an annual agenda in various coffee-producing areas such as Takengon (Aceh), Toraja (South Sulawesi), and other areas. Several previous studies were conducted by researchers such as Hasyim, Arafah & Kuswari (2020) and Leewellyn & Palupi (2020). If Hasyim et al. (2020) is only a conceptualization with an effort to add coffee value to the Toraja tourist destination which is known as one of the coffee producing regions in Indonesia, Leewellyn & Palupi (2020) have conducted a qualitative empirical study to determine the potential for developing coffee tourism destination based on tourist villages in Sukadana, Cianjur, West Java. Based on the results of a study in Guatemala, the existence of coffee tourist destinations provides benefits not only for cooperatives that offer coffee products and coffee tour service providers but also have a positive impact on coffee farmers (Lyon, 2013).

The process of selecting a tourist destination by a person is shown by the image factor tourist destination (Gunn, 1988 in Isa and Ramli, 2014). Baloglu and McCleary (1999) also showed a relationship between the intention to visit and the source of information received such as tourist destination factors. Tourist destinations are important determinants for someone deciding to visit a tourist destination (Isa and Ramli, 2014). Thus, it is believed that the image of a tourist destination has a major influence on tourist decisions regarding tourist visits, this is because tourists who have little experience make decisions based on the image of the destination tourist attraction (Hamidizadeh et al., 2016).

1. Gayo Arabica Coffee Image

Gayo Arabica coffee has a strong image and reputation after receiving the recognition of geographical indications from UNESCO. This good reputation is a big potential in making Takengon (Central Aceh) a coffee tourist destination.

2. Geographical location

Geographically, the position of Takengon (Central Aceh) which is in the middle of Aceh Province with a cool climate and potential natural resources has a strong influence on the development of coffee tourist destinations in this area.

3. Historical and Cultural Heritage

Community members in Takengon (Central Aceh) have a fairly strong historical and cultural heritage of coffee, both from the aspect of cultivation and the tradition of drinking coffee among its citizens. This factor is important in the development of coffee tourist destinations.

4. Lifestyle

Today, coffee has become a part of people's lifestyles. Enjoying coffee even now has a segmentation class of enthusiasts. Some tend to consume regular coffee and are also connoisseurs of premium coffee containing Arabica coffee beans. The lifestyle of people who

are increasingly familiar with coffee has become an important potential in the development of coffee tourist destinations.

To measure Takengong as a coffee tourist destination, the indicators used in this study adopt five destination attributes (Tourism Western Australia, 2008):

1. attraction

Coffee plantations that produce Arabica Gayo coffee beans are an attraction for a coffee tourist destination. In addition, there are coffee shops, as well as various kinds of coffee variants offered to tourists.

2. Access

Access to a coffee tourist destination can be passed easily by tourists, both through land and air transportation. The availability of adequate transportation facilities to be able to visit a coffee tourist destination.

3. Accommodation

Accommodation is available for tourists in a coffee tourist destination with a variety of tariff options, types of housing, and locations.

4. Amenity

Supporting services needed by tourists while in a coffee tourist destination are available and easy to obtain. Government services and other services that may be provided by the local community for tourists.

5. Activities

Activities that can be carried out by tourists while in a tourist destination are related to coffee and other general tourism activities. Coffee festival activities, picking coffee, and drinking coffee directly from the garden are an attraction for tourists.

Positioning

In its development, the term positioning was later adopted in various other fields of study, including in the field of study of a tourist destinations. Where tourists are seen as the target market for one destination. Based on this logic, a destination needs to do positioning, so that the products and services provided at the destination have a special place in the minds of tourists. According to Rodrigues-Molina (2019), the first to introduce the term destination positioning was Botha et al. (1999). The definition of destination positioning is put forward by Kotler, Haider, and Miller (1993) as follows: "the process of identifying how a destination compares (regionally, nationally and internationally) with other destinations that enjoy a stronger position or are more well-established.". Based on this definition, it can be understood that destination positioning is a process of identifying how one destination is compared to other destinations both at the regional level. National or international who has a stronger or more established position. According to Pike & Ryan (2004) in its application, an analysis of positioning is not enough just to understand the image of a product in the minds of consumers but is to understand a competition-based frame of reference, because the position of a product is based on perceptions about the product's performance. relative to competing products. Almost in line with this view, Rodriguez-Molina et al. (2019) say that the positioning activity carried out is not in the form of preparing a marketing plan document as a basis for managers to determine what will be offered to tourists, but rather identifying what is in the minds of tourists. This is then implemented in destination positioning, so that destination marketing activities enter the minds of tourists.

For the measurement of destination positioning variables, Botha et al. (1999) suggested four related elements, namely:

1. Competitive strength of a destination

Competitive strength is defined as the ability to compete with one destination against another.

2. Personal motivation (push factor)

Tourists make decisions to visit a destination based on the motivation that arises in them. Tourist destinations can take advantage of things that are emotional in nature, and offer experiences or other unique elements, thereby generating motivation from within tourists to visit these destinations.

3. Destination attributes

From the supply side aspect, destinations generally have their charm. In general, destinations will rely on the beauty of their environment, ecological diversity, and natural exoticism to inspire tourists. The availability of access, facilities, and convenience for tourists is also an important factor for tourists.

4. Situational inhibitors

The absence of barriers to access to a destination is also an element of positioning a destination.

Differentiation

Differentiation is a term introduced by a strategy expert from Harvard University, Michael E Porter in 1989. Differentiation is an alternative strategy choice from cost leadership. If cost-leadership emphasizes suppressing production costs or creating services that are the source for setting lower selling prices, then differentiation focuses on aspects that distinguish one entity's products from other products and is not based on cutting production costs. Today's differentiation is an important factor to be able to survive during increasingly rapid competition at the global and regional levels (Qu et al., 2011).

In the context of product differentiation, it is defined as consumer perception in differentiating one product from another based on physical, non-physical, and product prices (Dickson & Ginter, 1987:).

Differentiation is often associated with the ability of a product or service to be compared with other products so that it has a competitive value. In this case, differentiated products target different markets or consumers from the same product in general. The success of differentiation will affect the competitiveness of products and brands (Shrotriya, 2019).

This theory was then adopted and implemented in the field of tourism destination marketing. Where the researchers then made the concept of differentiation one of their studies. Research specifically on the topic of differentiation related to a tourist destination is still little done. There are even researchers who use a different term, namely "distinctive" as an alternative to "differentiation" such as the study by Troung, Lenglet & Mothe (2018). In this research, they interpret distinctiveness in terms of natural resources, for example, is recognized as a source for a destination to differentiate.

The indicator to measure the differentiation of the tourist destination in this study uses the dimensions developed by Truang et al. (2018), consisting of:

1. Natural resources

The existence of natural resources is a distinctive feature of a destination. The uniqueness of natural resources, geographical location, climate, and landscape are the sources that distinguish

it from other destinations.
2. Man-made resources
Man-made resources can be in the form of historic buildings, architectural relics that have high artistic value, religious buildings, events and festivals, food, and the lifestyle of residents.
3. Infrastructure and facilities
The existence of infrastructure, tourist facilities, and an environment that is different from other destinations.

Brand Component

According to Balakhrisnan et al. (2008) brand component is a collection of elements that form a destination brand, both functional and symbolic elements. Research on brand components has received less attention from researchers. Balakhrisnan et al. (2008) and Balakhrisnan (2009) are among the researchers studying this field. According to Balakhirsnan, Nekhil, and Lewis (2008), the destination brand component is divided into two parts, namely the dimensions that are functional or tangible and those that are emotional, symbolic, or intangible. The functional destination brand component is associated with practical matters. For example, from the aspect of benefits, physical justification, availability, and economy (Cooper, 1989). Therefore, this functional component is associated with the tangible aspects of the destination brand. This component consists of three subcomponents, namely activities and facilities, business and historical tourism, heritage and culture. The symbolic destination brand component can be identified with the fulfillment of higher needs. For example, related to experience, social needs, self-esteem, lifestyle, and identity (Cooper, 1989). It is associated as a symbolic emotional component of a destination brand, because of its characteristics that cannot be identified with the naked eye, the substance of its elements is intangible (Dr. Chematony & McWilliam, 1989).

Elements of the brand (brand) of the destination consist of various brands of products and services offered (Ritchie & Ritchie, 1998). The branding component of a tourist destination has a high complexity because it covers many things, therefore there are many stakeholders involved in it (Balakrhisnan, Nekhli & Lewis, 2008). Was also stated by Ritchie, that each destination has a variety of products offered, so it requires a decision to formulate a "family" brand that represents the diversity of these products. Balakrishnan et al. (2008) adopted brand components based on the "travel ladder" classification developed by Pierce. The component brand indicators proposed by Balakrisnan et al. (2009) are based on Maslow's theoretical approach to the hierarchy of motivation. He adopted it as part of the brand component:

1. Physiological component, physiological needs place tourists in a position to fulfill their biological needs to be able to maintain their life. On that basis, in the brand component, the tourist physiology theme is used as an indicator to measure it.
2. Security and Safety Component, in this component a brand that is launched to the public can represent itself as a destination that offers a sense of security and safety to tourists.
3. In the social component, tourists visiting destinations often interact with other fellow tourists as well as with local residents. The social component is an inseparable part.
4. The component of self-respect, there is a sense of being privileged with a certain brand, especially for tourists who have high taste. They will feel satisfied being in a tourist destination that can add to their self-respect.

5. The self-actualization component is the highest component which in this case, when it has been fulfilled, tourists will feel that their visits and activities in one tourist destination are part of their self-actualization in the community.

Hypothesis Formulation

From the discussion above, the authors formulate the research hypotheses as follows.

H1 : positioning affects tourist destination

H2 : differentiation affects tourist destination

H3 : brand component affects tourist destination

H4 : positioning affects branding success

H5 : differentiation affects branding success

H6 : brand component affects branding success

H7 : tourist destination affects branding success

H8 : tourist destination mediates the positioning effect on branding success,

H9 : tourist destination mediates the differentiation effect on branding success

H10 : tourist destination mediates the brand component effect on branding success

3. METHOD

The population is all elements that become the object of research and have certain characteristics. The population of this research was all tourists who have visited Takengon City for tourist purposes. Because the number of the population was not known for certain, the study took a sample based on the number of indicators for each variable multiplied by 10. Thus, the number of respondents in this study was 230 tourists (23 indicators x 10). The data were collected including primary data and secondary data.

Researchers used Structural Equation Modeling (SEM) method to test the model, thru AMOS software. Hair et al, (2013: 181) explain that the advantages of the application of SEM in research are due to its ability to confirm the dimensions of a concept or factor that is very commonly used and its ability to measure the influence of existing theoretical relationships. The task of the researcher is to verify whether the theory used is still valid. Whether the theory that applies to one organization also applies to other organizations. Whether the stated theory applies in a certain country and at a certain time applies to other countries and at other certain times. For this reason, the researcher proposes a hypothesis to be tested later by using the right analytical tools.

Before testing the hypothesis, confirmatory factor analysis (CFA) was used. After that, structural equation modeling (SEM) was used to test the goodness-of-fit and direct effect hypothesis (Hair et al. 2010: 194). The research model is shown in the following figure.
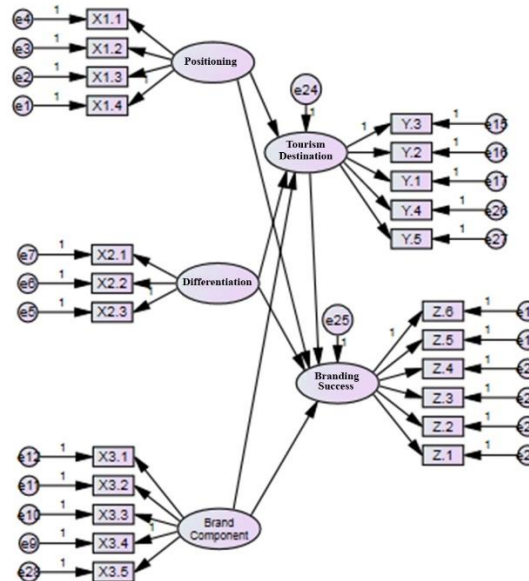
Figure 1. Research Model

4. RESULT
Structural Model Test

The Structural Model test was carried out after CFA, by conducting conformity tests and statistical tests. The results are shown in Figure 2.
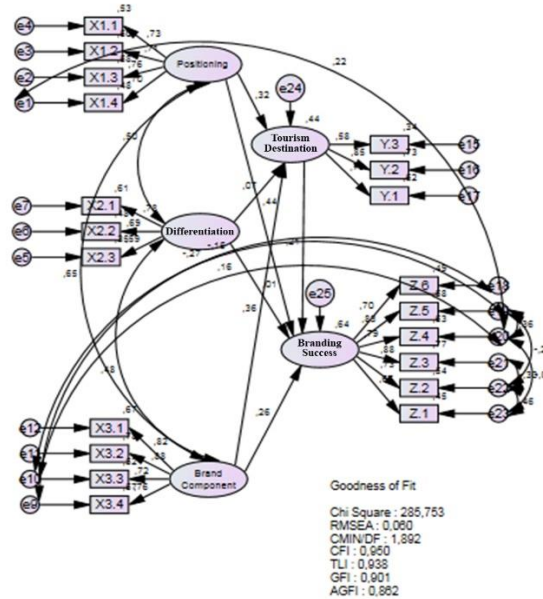

Figure 2. Structural Model Test Result

Figure 2 shows the influence of each variable ini this study. After all the assumptions have met, then hypothesis testing was carried out. Test the 10 hypotheses were based on the Critical

Ratio (CR) value and significance (p) as shown in the table below.

Table 1. Standardized Regression Weight

Influence			Estimate	SE	CR	P	R-Square
Tourist destination	<---	Positioning	0.324	0.080	3,120	0.002	0.442
Tourist destination	<---	Differentiation	0.069	0.066	0.825	0.409	
Tourist destination	<---	Brand Component	0.364	0.074	3,688	0.000	
Branding Success	<---	Positioning	0.438	0.082	4.774	0.000	0.640
Branding Success	<---	Differentiation	0.011	0.061	0.165	0.869	
Branding Success	<---	Brand Component	0.262	0.070	3.264	0.001	
Branding Success	<---	Tourist destination	0.211	0.089	2.748	0.006	

Table 1 formulates the statistical equations as follows.

Tourist destination = 0.324 Positioning + 0.069 Differentiation + 0.364 Brand Component

Branding Success = 0.438 Positioning + 0.011 Differentiation + 0.262 Brand Component + 0.211 Tourist destination

Based on Table 1, the value of R square for the influence of Positioning, Differentiation, and Brand Component on Tourist destination is 0.442. This shows that together the Positioning, Differentiation, and Brand Component variables can explain the Tourism Destination variable by 44.2%, while the remaining 55.8% is explained by other variables outside the study.

The value of R square for the influence of Positioning, Differentiation, Brand Component, and Tourist destination on Branding Success is 0.640. This shows that together the variables Positioning, Differentiation, Brand Component, and Tourist destination can explain the Branding Success variable by 64.0%, while the remaining 36.0% is explained by other variables outside the study.

Positioning effect on Tourist Destination

Positioning effect on Tourist destination has CR 3.3120 and p 0.002. It means that Positioning affects increasing Tourist Destination. The coefficient is 0.324 or 32.4%. This figures that the better the positioning will have a positive and real impact on the improvement of a tourist destination.

Differentiation effect on Tourist Destination

Differentiation effect on Tourist Destination has CR 0.825 and p 0.409. It reveals that Differentiation does not affect increasing Tourist Destination.

Brand Component effect on Tourist Destination

Brand Component effect on Tourism Destination has CR 3.688 and p 0.000. It figures that the Brand Component affects increasing the Tourism Destination. The coefficient is 0.364 or 36.4%. This describes that the better the Brand Component will have a positive and real impact on the improvement of Tourism Destination.

Positioning effect on Branding Success

Positioning effect on Branding Success has CR 4.774 and p 0.000. It figures that Positioning affects Branding Success. The coefficient is 0.438 or 43.8%. This reveals that the higher the positioning level, the more successful the branding will be.

Differentiation effect on Branding Success

Differentiation effect on Branding Success has CR 0.165 and p 0.869. It describes that differentiation does not affect Branding Success because the significance value obtained is < 0.05.

Brand Component effect on Branding Success

Brand Component effect on Branding Success has CR 3.264 and p 0.001. It shows that the Brand Component affects Branding Success. The coefficient is 0.262 or 26.2%. This means that the higher the level of the Brand Component, the greater the Branding Success.

Tourist destination effect on Branding Success

Tourist destination effect on branding success has CR 2.748 and p 0.006. It concludes that Tourist destination affects Branding Success. The coefficient is 0.211 or 21.1%. This figures that the higher the Tourist Destination will have a direct influence on Branding Success.

Positioning effect on Branding Success through Tourist destination

From the results of the Sobel test calculation, the result is 2.046 and is significant at = 0.0407. Thus, Tourism Destination is a mediator between Positioning and Branding Success. Thus, because the Tourist Destination acts as a mediator, and Positioning also affects Branding Success directly, then the role of the Tourist Destination in mediating the relationship between Positioning and Branding Success is a Partial mediation which means that Positioning can affect Branding Success both directly or indirectly thru tourist destination.

Table 2. Sobel Test Result of Hypothesis 8

Input:		Test statistic:	Std. Error:	p-value:
a	0.324	Sobel test: 2.046011	0.03341331	0.04075529
b	0.211	Aroian test: 2.00108392	0.03416348	0.04538335
s_a	0.080	Goodman test: 2.09410666	0.0326459	0.03625048
s_b	0.089	Reset all	Calculate	

Differentiation effect on Branding Success through Tourist destination

From the results of the Sobel test calculation, the result is 0.956 and is significant at = 0.338. Thus, Tourism Destination does not act as a mediator between Differentiation and Branding Success because the significance value obtained is less than 0.05.

Table 3. Sobel Test Result of Hypothesis 9

Input:		Test statistic:	Std. Error:	p-value:
a 0.069	Sobel test:	0.95657659	0.0152199	0.33878101
b 0.211	Aroian test:	0.89241926	0.01631408	0.37216825
s_a 0.066	Goodman test:	1.03691352	0.01404071	0.29977616
s_b 0.089	Reset all		Calculate	

Brand Component effect on Branding Success through Tourist destination

From the results of the Sobel test calculation, the result is 2.135 and is significant at = 0.0327. Thus, Tourism Destination is a mediator between Brand Component and Branding Success. Thus, because Tourist Destination is a mediator, and Brand Component also affects Branding Success, then the role of the Tourist Destination in the Brand Component's effect on Branding Success is a Partial mediation which means that the Brand Components can affect Branding Success both directly and indirectly thru Tourism Destination.

Table 4. Sobel Test Result of Hypothesis 10

Input:		Test statistic:	Std. Error:	p-value:
a 0.364	Sobel test:	2.13567207	0.03596245	0.03270615
b 0.211	Aroian test:	2.10073474	0.03656054	0.03566426
s_a 0.074	Goodman test:	2.17241259	0.03535424	0.02982456
s_b 0.089	Reset all		Calculate	

Structural Model Test Summary

Furthermore, the test results of each of the hypotheses above will be presented briefly in Table 4 regarding the conclusions of the hypothesis below.

Table 5. Hypothesis Conclusion

No	Hypothesis	CR cut off >1.96	P-Value Cut off < 0.05	Information
1	Testing the Positioning (X1) with the Tourism Destination (Y)	3,120	0.002 (Sig, < 5%)	H1 Accepted
2	Testing the Differentiation (X2) with the Tourism Destination (Y)	0.825	0.409 (Sig, > 5%)	H2 Rejected
3	Testing the Brand Component (X3) with the Tourism Destination (Y)	3,688	0.000 (Sig, < 5%)	H3 Accepted
4	Testing the Positioning (X1) with the Branding Success (Z)	4,774	0.000 (Sig, < 5%)	H4 Accepted
5	Testing the Differentiation (X2) with the Branding Success (Z)	0.165	0.869 (Sig, > 5%)	H5 Rejected
6	Testing the Brand Component (X3) with the Branding Success (Z)	0.262	0.001 (Sig, < 5%)	H6 Accepted
7	Testing the Tourist Destination (Y)	2,748	0.006	H7 Received

No	Hypothesis	CR cut off >1.96	P-Value Cut off < 0.05	Information
	with the Branding Success (Z)		(Sig, < 5%)	
8.	Testing the Positioning (X1) with the Branding Success (Z) thru Tourism Destination(Y)	2,046	0.0407	H8 Accepted (Partial Mediation)
9.	Testing the Differentiation (X2) with the Branding Success (Z) thru the Tourism Destination (Y)	0.956	0.338	H9 Rejected
10.	Testing the Brand Component (X3) with the Branding Success (Z) thru the Tourist destination (Y)	2.135	0.0327	H10 Received (Full Mediation)

***, Significant at 5% Level

5. CONCLUSION

The results reveal that positioning affects tourist destination, differentiation does not affect tourist destination, brand component affects tourist destination, positioning affects branding success, differentiation does not affect branding success, brand component affects branding success, tourist destination affects branding success, tourist destination mediates the positioning effect on branding success, tourist destination does not mediate the differentiation effect on branding success, and tourist destination mediates the brand component effect on branding success. The tourist Destination is proven in the model as a partial mediator for the positioning and brand component effects on branding success. These findings prove that the model for increasing the branding success of Takegon is a function of strengthening positioning, completeness of brand components, and strengthening the brand as a coffee tourist destination. This tested model can be the rationale for developing further research models. Further researchers can also add this model with other variables such as brand ambassadors and advertisements. For practitioners, especially policymakers on research subjects, namely in the Takengon area, this model can be the basis for thinking to determine further strategies and policies.

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