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Research Article

Connecting Place Familiarity and Place Belief to Local Product

Retno Permata[1] and Ratna Roostika[1*]

[1]Universitas Islam Indonesia

*Corresponding Author
Ratna Roostika

Abstract: This study focuses on analyzing destination familiarity, destination beliefs and intention to visit destination as well as to purchase local product. Two concepts from tourism destination image (TDI) and product country image (PCI) were used as the based for theoretical building. Yogyakarta as a popular destination in Indonesia and its local batik production were chosen as the object being researched. The quantitative method was applied by distributing questionnaire to non-Yogyakarta residents who live around the region. As many as 110 valid data were analyzed using PLS-SEM method. Findings showed that destination familiarity influences destination beliefs, destination beliefs influence intention to visit, and also destination beliefs influence intention to buy local product. The implication is that regardless of the image a destination is already hold, without actively communicated and made people informed and knowledgeable to the place and its local products, the positive visitors' behavior might not be as expected.

Keywords: Destination familiarity, destination beliefs, behavioral intentions, local products.

INTRODUCTION

Travelling is a tertiary need and the decision to choose is commonly quite complicated since travelling takes a lot of money, time and energy. Before deciding to travel for leisure, people are faced with various destinations alternatives according to the choice sets destinations model (Sirakaya & Woodside, 2005). As part of the decision-making processes, people often narrow down their choices among many alternative destinations, and only select destinations they are aware of. In this part, tourists will eliminate unfavorable destinations and more over they will not consider destinations they do not aware of. It is essential for destinations to be well marketed so that the destinations are within people's choice-sets if they want to be considered a place to be chosen by travelers. Familiarity in tourism industry is important since people often have minimum information before visiting a destination and they want to reduce risks by searching information. Alba and Hutchinson (1987) definition of familiarity is "the number of product-related experiences that have been accumulated by the consumer". For a place, familiarity is conceptualized as prior visitation experience (Sun, *et al.,* 2013; Tasci, *et al.,* 2007). Gursoy (2011) on his study argues that familiarity does not require the person to have a real experience to the

product or have visited a place. Familiarity for a product can be people who are experiencing in using the product or only as far as knowing the product from the information. Similarly, familiarity with the place can be people who have been visiting the place or people who know the place from the information. The of country-of-origin (COO) and territory-of-origin (TOO) effect may strengthen the familiarity on particular products and places. When talking about car, people are familiar with Japanese, Korean, and German's car. When talking about religious trip, people are familiar with Rome-Vatican and Arab Saudi.

The country-of-origin (COO) and territory-of-origin (TOO) effects are not only go as far as image and familiarity but could also increase the public beliefs on the product and destination. The marketing literature concerning Product country image (PCI) and Tourism Destination image (TDI) provides the base for the study of COO (Mody, *et al.,* 2017). Earlier studies on place image (Elliot & Papadopoulos, 2016) have consider the influence of familiarity with trust and further visitors' behavior. From the early study of place image, the influence of familiarity of both destination and products on trust and consumer behavior have been considered (Papadopoulos, *et al.,* 1988). Yogyakarta as a special

region in Indonesia has an important history for Indonesia's independence. Yogyakarta has many natural resources, heritage and man-made attractions and shopping experiences to offer. People that are familiar with Yogyakarta are aware of the uniqueness of Yogyakarta as tourism destination. As a place for tourism destination, Yogyakarta maintains one of the top destinations to visit by the locals and foreigners. However, the local products do not seem to gain successful story as the place to visit. It is important to note that places are competing for "scarce resources" (Roostika, 2019). Tourism and talents are among the scarce resources. There are many local products made from Yogyakarta which already known by visitors or by residents of other Provinces. Local products which are made in Yogyakarta for example Local Batik, food (gudeg, geplak, bakpia), silver, etc. Yogyakarta also known for its many local quality souvenirs. Whether people aware of Yogyakarta's local products because of familiarity and beliefs with the local product is not known. Whether the TOO (Yogyakarta) may influence familiarity and beliefs are also not known. The purpose of this study is to investigate the familiarity and beliefs of Yogyakarta as a tourism destination and how it impacts on people's behaviors. This study however does not differentiate between visitors and non-visitors. This study has some implications for tourism management. Majority of previous research in tourism consider image as the key factor to determine tourists' behaviors. This study focuses on customer's familiarity and beliefs to determine their travel behaviors. The contributions are in giving some insights on how to create familiarity and beliefs for destinations and its related local products. Some marketing strategies can be approached to create familiarity on a destination and its local products.

Destination familiarity

Some researchers suggested that familiarity does not require that the person has the actual experience (Gursoy, 2011). Familiarity for a place thus can be those who have been visiting a place or those who have a certain knowledge about the place (Hahm & Severt, 2018). Similarly, for a product, familiarity can be those who have been experiencing in using the product or those who know the product only because of the information. Researchers have suggested that familiarity does not have to be defined as having actual experience on something (Prentice & Andersen, 2003). This study examines destination familiarity and product familiarity from the marketing perspective (Cordell, 1997). Familiarity is "the number of product-related experiences that have been accumulated by the consumer" (Alba &Hutchinson, 1987). Familiarity also often conceptualized as previous visitation experience or the number of previous visits (Sun, *et al.,* 2013; Tasci, *et al.,* 2007). Baloglu (2001) on his study defined familiarity as a multidimensional concept, consists of composite of experiential (actual visitation) and informational familiarity (exposure to destination-related information). Some researchers argue that destination familiarity can be created through education, travel guides, personal contact, and mass media (Gursoy, 2011).

The Relationship between Familiarities to Destination Beliefs

The theory of reasoned action (Fishbein & Ajzen, 1975) assumes that before having a feeling on particular place, a person first forms belief about the place. After forming certain beliefs, a person will rely on these beliefs to develop further feelings about the place. Ahmed (2018) explained that a belief is a descriptive thought that someone is having about something. Whereas, an attitude is the tendencies to act, favorable or unfavorable emotional feeling and evaluation (Kotler & Keller, 2009). Previous study on hospitality by Elliot & Papadopoulos (2016) found that destination familiarity affects destination beliefs. Papadopoulos, *et al.,* (1988) on their study have considered the relationships among place image and destination familiarity for both type of people visitors and non visitors (those who are familiar in terms of knowledge and/or in terms of having actual experience with a destination) and user and/or not user of products. In order to explore how destination familiarity may affect destination beliefs, therefore this study proposes:

H1. Destination familiarity has positive influence on destination beliefs

The Relationship between Destination Beliefs and Intention to Choose/Visit

Ajzen (1991) defines that intentions are indications of how people are trying hard or how much effort are given to perform a behavior. The stronger the intention to engage in a behavior, the more performance is achieved. In the tourism industry, intention to visit is the likelihood that someone is interested to a destination in a specific time (Pike & Ryan, 2004). Behavior intentions in the tourism and hospitality industry can be expressed in different behavior such as intention to purchase, intention to recommend, intention to choose, and intention to visit (Roostika, 2019). Elliot & Papadopoulos (2016) in their study used receptivity to explain behavior intentions in the tourism industry. Receptivity is used to explain consumers' willingness to buy, willingness to choose, willingness to visit, and willingness to travel. The influence between destination beliefs and travel intentions can be found in previous research such as research in TDI context (see, e.g., Kim & Perdue, 2011; Agapito, *et al.,* 2013). Elliot and Papadopoulos (2016) study analyzed an integrative that combined the PCI and TDI concept where one of the finding was that beliefs may affect behavioral intention or receptivity. Of particular interest here, Elliot and Papadopoulos (2016) study combine destination beliefs influence on both intention to choose the local products and intention to visit the destination. Following DeNisco, *et al.,* (2017) and Elliot and Papadopoulos

(2016) integrative model, on destination image, destination familiarity, destination beliefs and visitors' behaviors, this study proposes these following two hypotheses:

H2. Destination beliefs have positive influence on intention to choose product
H3. Destination beliefs have positive influence on intention to visit a place

Yogyakarta and Local Batik

In order to achieve the objective of this study, Yogyakarta as one of Indonesian's familiar destinations and local batik production are chosen. Yogyakarta has been well known as a student city and tourism destination. It has gained significant familiarity and beliefs among Indonesians. However, Yogyakarta is not a commercial industrial region thus local industries are majority related to tourism and education. In the past time, Yogyakarta is the center of Mataram Kingdom, where local batik has been produced by the king family and the local people. Batik has been long becoming part of the history of the people in Yogyakarta. The local batik from Yogyakarta has its specific design, motifs and colors. Thousands of batik with local designs have been produced and varieties of Batik quality are also offered. The price ranges differently according to how it is made. Hand written batik is the most expensive and stamped or combination (handwritten and stamped) are less expensive. The local Yogyakarta style batik has not been as well known as Batik from other regions such as Solo, Pekalongan, Cirebon, etc. It is important to understand that the choice of local products can be because of the familiarity of the destination. If so, marketing strategy should combine the reputation of the place/destination and the strength of the local product.

RESEARCH METHODS
Research Instrument

In order to achieve the objective of the study, quantitative approach was taken. A set of questionnaires focusing on destination familiarity, destination beliefs and behavioral intentions were developed to gather primary data. The Questionnaires were developed from previous related studies particularly from Elliot and Papadopoulos (2016) and DeNisco, *et al.,* (2017). Likert scale ranging from 1 very disagree to 5 very agree was chosen. The sampling method is purposive sampling, where targeted respondents should be those who are not live in Yogyakarta but they have the knowledge about Yogyakarta. Majority of the respondents were residents from regions nearby Yogyakarta. Some respondents were from different provinces but still located in Java.

Respondents' Profile

Data gathering took almost three weeks and during that time period,110 respondents were successfully gathered. After testing the initial validity and reliability using SPSS, all the questionnaire developed can be further used as the measure for destination familiarity, destination beliefs and behavior intentions. The descriptive data from the respondent's demographic profile can be found in Table 1 below. As seen from table 1, female household respondents made the most number who participate to the study. Respondents age were between 31-40 years old and they have some knowledge about Yogyakarta and Batik from Yogyakarta. For respondents' occupation, respondents mostly choose "other". After going through further interview, the meaning of "other" can be translated as they don't do permanent job and do informal job activities. Sometimes they handle side jobs such as food catering/cooking, planting, gardening, farming, etc. "Other" can also be interpreted as housewife and no specific job.

Table 1. Demographic Profile of The Respondents

Demographic	Number of Respondents	%	Cumulative %
Gender			
Male	19	17.3%	17.3%
Female	91	82.7%	100%
Age (Years)			
15 – 30	0	0%	0
31 – 40	52	47.3%	47.3%
Older than 40	58	52.7%	100%
Occupational Status			
Students	0	0%	0%
Public Sector	0	0%	0%
Private Sector	1	9%	9%
Self Employed	41	37.3%	38.2%
Others	68	61.8%	100%
Monthly Expenditure			
Monthly Expenditure			
Less than Rp. 500.000/mth	13	11.8%	7.6%
> Rp. 500.000 – 1.000.000	31	28.2%	40.0%
> Rp. 1.000.000 – 3.000.000	43	39.1%	79.1%
> Rp. 3.000.000	23	20.9%	100%

Education	20	18.2%	18.2%
High School	90	81.8%	100%
Bachelor	0	0%	100%
Master	0	0%	100%
Other			

Structural Equation Modelling

The proposed model involves a mediation variable which cannot be simply analyze with direct relationships. Partial least squares structural equation modelling (PLS-SEM) was chosen as statistical tool due to the complexity of the proposed model. Ali, *et al.,* (2018) suggest the application of PLS-SEM for complex model in social study. The advantage of using PLS is also because of its ability to analyze non-normal data distributions (Hair, *et al.,* 2012). In the areas of marketing, strategic management, and tourism and hospitality studies, PLS-SEM has been considered as a prominent SEM technique to be used (Ali, *et al.,* 2018; Hair, *et al.,* 2012). The validity and reliability are also analyzed in the initial test called measurement model. The second step is called structural model where the proposed relationships will be examined.

Measurement Model

The measurement model is the step where the data is prepared for its reliability and validity. Construct's reliability was measured with internal composite reliability (ICR). When the value of ICR is higher than 0.7, the measure is reliable (Chin, 2010). As can be seen from table 2, the composite reliability (CR) were shown to have value greater than 0.7 thus all of the measure satisfied the requirement of data reliability. The result from the item's reliability test is shown from the item loadings in table 3. The item loadings should show the value higher than 0.50 according to Hair, *et al.,* (2012). Convergent validity can be analyzed using AVE values. AVE value is accepted when the value is above 0.5. Table 2 shows that all AVE value was higher than 0.5. From Table 2, we can see that all the AVE were above 0,739. Ranging from 0,739 (intention to visit) to 0.9294 (destination familiarity). The result from the composite reliability can also be translated as convergent validity for all constructs investigated in the study.

Table 2. AVE, Composite Reliability and Cronbach Alpha

	AVE	Composite Reliability (ICR)	R Square	Cronbachs Alpha	Communality	Redundancy
Destination Familiarity	0.9294	0.9753	0	0.962	0.9294	0
Destination Beliefs	0.877	0.9344	0.6277	0.8603	0.877	0.5487
Intention to visit Destination	0.7397	0.9187	0.5614	0.8909	0.7397	0.3753
Intention to choose product	0.9288	0.9631	0.6938	0.9233	0.9288	0.6439

Table 3. Crossloadings

	Destination Familiarity	Destination Beliefs	Intention to visit Destination	Intention to choose product
DK1	**0.9626**	0.7499	0.7537	0.8133
DK2	**0.9543**	0.7901	0.7838	0.8222
DK3	**0.9752**	0.7495	0.7793	0.8325
DP1	0.7132	**0.9278**	0.6085	0.7435
DP3	0.7679	**0.9451**	0.7839	0.8128
MMD1	0.5053	0.4018	**0.7758**	0.539
MMD2	0.4475	0.4418	**0.8192**	0.5287
MMD3	0.7801	0.7724	**0.9155**	0.7981
MMD4	0.8682	0.7924	**0.9206**	0.8784
MMP1	0.8209	0.8186	0.8204	**0.9652**
MMP4	0.8243	0.7862	0.789	**0.9622**

Table 4. AVE Square Root

	Destination Familiarity	Destination Beliefs	Intention to visit Destination	Intention to choose product
Destination Familiarity	**0.964**	0	0	0
Destination Beliefs	0.7923	**0.936**	0	0
Intention to visit Destination	0.8014	0.7492	**0.86**	0
Intention to choose product	0.8535	0.8329	0.8353	**0.964**

Convergent validity can be identified via composite reliability and cross loadings. AVE square root can be used to determine discriminant validity of the measure. According to Fornell and Larcker (1981), the criterion to determine the threshold value is based on the condition where the square root of AVE of each construct (ex. destination familiarity) should be higher than the correlation with other construct (destination beliefs, intention to choose and intention to visit). Table 4 shows that the AVE's square root of of each construct (as identified in the bold number) have higher value than the correlations with other constructs. After the results of the measurement model have shown satisfactory level for reliability and validity, thus the next analysis will use the remaining item measures for analysis in structural model. In order to satisfy the requirement for validity and reliability, some items have been dropped as follow: 1) 1 item from destination familiarity, 2) 2 items from destination belief, and 3) 2 items from intention to choose product. The final model uses the final measure after deleting some items as can be seen in Figure 1.

Structural Model

The structural model is the second step in PLS-SEM analysis which is conducted after all the measures qualify the satisfactory level of validity and reliability tests. Figure 1 shows the final result of the hypotheses testing using PLS-SEM. There are three R^2 where the values are all above 50%. The R^2 of destination beliefs is 0.628, the R^2 of intention to choose product is 0.694, and the R^2 of intention to visit destination is 0.561. The findings from R^2 suggest that destination familiarity and destination beliefs are strong contributors of visitors' behaviors. Destination familiarity contribute 63% in predicting destination beliefs. Destination beliefs contribute 69% in visitor's intention to choose product, and 56% contribution of destination beliefs to intention to visit a place.

Table 5. Path Coefficients

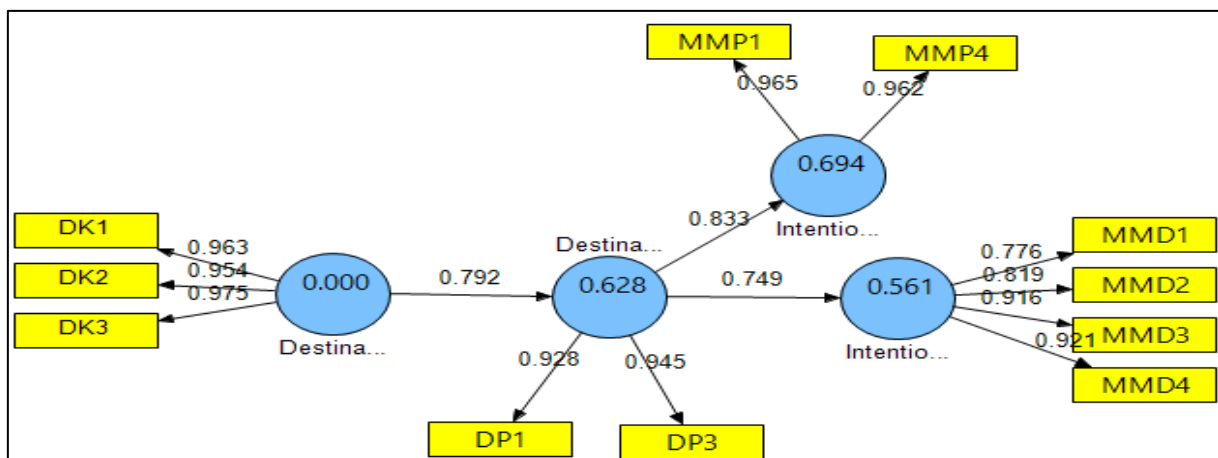|	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
Destination Familiarity -> Destination Beliefs	0.7923	0.7933	0.0446	0.0446	17.7479
Destination Beliefs -> Intention to choose Destination	0.7492	0.7527	0.0426	0.0426	17.5893
Destination Beliefs -> Intention to choose product	0.8329	0.8316	0.0395	0.0395	21.0879

Figure 1. The PLS-SEM Result

The hypotheses testing can be seen from the result of PLS structural model. As can be seen in Figure 1, all the proposed relationships were supported with strong effects. The findings show that all hypotheses were supported. The proposed hypothesis 1 (H1) where "destination familiarity positively influences destination

beliefs" is supported with significant of β=0.792, p<0.01 and t statistics at 17.747. The proposed hypothesis2 (H2) where the proposition "destination beliefs positively affect intention to choose product" was supported with significant β=0.833, p<0.01 and t statistics at 21.0879. The proposition where "destinations beliefs positively affect intention to visit destination (H3) was supported with significant β=0.749, p<0.01 and t statistics at 17.589. The findings from this study have some important implications where when someone is familiar into something, there will be a possibility that someone have some information or knowledge about something. Familiarity into something will create beliefs that will lead to positive behaviors such as intention to visit, to choose, to purchase, to recommend, etc.

DISCUSSIONS

Every destination has their own uniqueness. Whether the uniqueness of the tourists' products from any destination is given or is created, visitors will see and perceive them as a bundle of tourists' products. A bundle of tourists' product means that the product is the mix of the place image, brand, quality, services, nature, etc. Particularly for an iconic local product such as Batik Yogyakarta, the value of the product cannot only be seen as solely the quality and aesthetic of the batik. The history, the daily local life, the community and the marketing activities are important elements for the value of the product perceived by people. Using the combination of tourism destination image (TDI) and product country image (PCI) theories, this study focuses on analyzing destination familiarity, destination beliefs and consumers' behavior. Yogyakarta as one of popular destination in Indonesia and its local Batik production were chosen to understand the proposed model. Respondents should be non-residents of Yogyakarta, and should have the knowledge about Yogyakarta and its local products.

Considering the result from the proposed Hypothesis 1, destination familiarity positively influences destination beliefs. In the context of Yogyakarta as a destination and local batik Yogyakarta, it can be interpreted that the more familiar (the more knowledgeable) people about Yogyakarta with its local products, the higher the destination beliefs about Yogyakarta. As previously explained, The TRA theory (Fishbein & Ajzen, 1975) suggests that before having a feeling, a person will form beliefs about something. After forming certain beliefs, a person will develop further feelings and behaviors. Previous studies have identified that before beliefs are formed, people should have knowledge or information about the product/place. The finding of this study supports the previous studies (Elliot & Papadopoulos, 2016, Papadopoulos, et al., 1988; DeNisco, et al., 2017). Regardless of the good image that the place is having, without being informed to the public and without active marketing strategy by the local authority/those in tourism industry or local community, the familiarity of tourism products of Yogyakarta is limited. The implication of this finding is that in order for people/market to have good beliefs, they should be informed or made knowledgeable. Marketing strategy through online and offline media should be active to maintain the public familiarity of Yogyakarta including all its tourism products.

Hypotheses two and three proposed that destination beliefs should have effect on both intentions to purchase local product (Batik Yogyakarta) and intention to visit Yogyakarta. For the non-residents of Yogyakarta or people who live nearby Yogyakarta, many have the actual experience to visit or stay in Yogyakarta. Thus, they have the experience on the destinations and some local products offered. The TRA theory explains that before behavior intentions are conducted, people should have attitude and beliefs on to something. When someone already has information and knowledge about something and have formed specific level of beliefs, someone will further behave something. The positive finding that destination beliefs significantly influence intention to visit Yogyakarta and to buy local batik Yogyakarta can be interpreted that the higher the destination beliefs on Yogyakarta, the higher people willing to visit Yogyakarta or buy batik Yogyakarta. These findings also supported by previous studies from Elliot & Papadopoulos (2016), Papadopoulos, et al., (1988), and DeNisco, et al., (2017) where destination beliefs influence intention to visit and to choose the product.

Overall, the implications of this study should lead us to understand that 1) tourism and hospitality industry competition is more intensive, 2) Place and product as tourists' product cannot be separated, 3) tourism is a service sector where the intangibility may lead to higher risk. Before deciding to purchase or visit, people seek for information to reduce risk, 4) people attitude and beliefs can be changed. When considering those four aspects, those who involve in tourism and hospitality industry should be actively and continuously make the market/public informed, knowledgeable and attracted the destination as a bundle of tourist's products. If marketing strategies with innovative promotion or tourism activities/events are not regularly operated, familiarity to Yogyakarta and its local products may decrease since the market is always exposed with so many information. The local products are commonly perceived by people as closely related with the image of the place. The marketers and local businesses should be aware of creating best combination between place and product. The reputation and unique image of place can be a good strategy to promote local products.

CONCLUSION AND RECOMMENDATION

Previous studies have commonly observed destination image separately from the product produced from the same place. This study combines the tourism

destination image (TDI) and product country image (PCI) theories to observe the role of place or destination to its local product. More specifically, this study analyzes the effect of destination familiarity and destination beliefs on intention to purchase local product and to visit the destination. The object being studied is Yogyakarta and its local batik production. By analyzing the data collected from the non-residents of Yogyakarta who lives in the nearby areas, the results come into finding that 1) destination familiarity affects destination beliefs, 2) destination beliefs affects intention to purchase local product and 3) destination beliefs affect intention to visit the place.

The theoretical implications are that regardless from the image hold by a place/destination, the role of familiarity and beliefs on further behaviors is important. Thus, when analyzing destination, familiarity and beliefs should be considered as variables analyzed in determining people behavioral intentions. The practical contributions are that regardless with the image a place is having, without active marketing strategy to make the public stay informed and knowledgeable, the image may be slowly forgotten and the market will have less confidence to perform positive behaviors. Since tourism is a service sector where intangibility is high, people reduce the risk by seeking information before purchasing or visiting tourism products. Analyzing the familiarity and beliefs of the market toward tourism products (place and related products) should help the tourism managers, government and communities to understand the opportunities and challenges in dealing with tourism and hospitality industry.

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