THE EFFECT OF PLACE BRANDING, PROMOTION AND TOURISM PRODUCT ATTRIBUTE TO DECISION TO VISIT THROUGH THE DESTINATION IMAGE

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Abstract

The purpose of this study is to know the effect of place branding, promotion and attributes of tourism products to the decision to visit through the image of the destination. The population in this study is the visitors of Teluk Penyu beach tourism destination of Cilacap regency. The number of samples in this study were 150 respondents with Accidental sampling technique. Data analysis using Path Analysis with SPSS program version 21, where variables used include place branding (X1), promotion (X2), tourism product attribute (X3), destination image (Z1), Decision to visit (Y1). The result of the research found that all hypothesis of direct effect proposed is accepted where the significance value is < 0.050, whereas for the intervening test obtained the total value of indirect effect > direct influence. This proves the hypothesis both directly and indirectly in this study are all accepted. Conclusion the better place branding, promotion and tourism product attributes can affect the image of the destination that will impact on the decision to visit.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh place branding, promosi dan atribut produk pariwisata terhadap keputusan berkunjung melalui citra destinasi. Populasi dalam penelitian ini adalah pengunjung destinasi wisata pantai Teluk Penyu Kabupaten Cilacap. Jumlah sampel dalam penelitian ini adalah 150 responden dengan teknik Accidental sampling. Analisis data menggunakan Path Analysis dengan program SPSS versi 21, di mana variabel yang digunakan meliputi place branding (X1), promosi (X2), atribut produk pariwisata (X3), gambar tujuan (Z1), Keputusan untuk mengunjungi (Y1). Hasil penelitian menemukan bahwa semua hipotesis pengaruh langsung yang diajukan diterima dimana nilai signifikansi < 0,050, sedangkan untuk uji intervensi diperoleh nilai total pengaruh tidak langsung> pengaruh langsung. Ini membuktikan hipotesis baik secara langsung maupun tidak langsung dalam penelitian ini semua diterima. Kesimpulan atribut branding, promosi dan produk pariwisata yang lebih baik dapat mempengaruhi citra destinasi yang akan berdampak pada keputusan untuk berkunjung.

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INTRODUCTION

The Indonesian nation has a lot of diversity, such as customs, culture, religion, ethnicity and language. Indonesia is a rich natural resources' country. If natural resources are managed properly, it can be used as a potential to prosper the people and advance the Indonesian nation. One area that has the potential to be developed is the tourism industry. The economic developments occurred by the influence of increasing competition (Tanisah & Maftukhah, 2015). It caused many foreign entrepreneurs to start doing business and investing in Indonesia (Sakitri et al. 2017). Conditions force market players to be smart to make strategic steps to anticipate increasingly fierce competition (Fatona, 2010). Basically, human needs and desires as individuals and groups are always increasing (Nuryatno, 2012).

Place Branding is a very important marketing activity to improve the image of a tourist destination; it can influence consumers to make the decision to visit the tourist destinations (Wulandari, 2013). Place Branding serves pleasant memory of tourist experience; it makes create an image that can influence consumer decisions to visit a tour (Hurriyati, 2015). One of the keys to marketing success is a promotion (Sari & Maftukhah, 2017). Promotion is a communication that is designed to provide information about products or services; it makes promotion very important for the company (Mardiyani & Murwatiningsih, 2015). Interest can explain individual goals in a variety of behaviors and maybe a special reason for consideration (Murwatiningsih & Yulianto, 2017). To introduce tourism products requires promotion, without promotion, objects will not be known, thus affecting the level of tourist visits (Wolah, 2016). Promotion determines image (Suciningtyas, 2012).

Efforts to marketing region not just promotional activities (Wahyono, 2011). Every company from time to time always tries to improve customer satisfaction (Permana, 2013). Before consumers take the decision to buy, a vital factor of decision making for visiting tourists is the attributes of tourism products (Suwantoro, 2009). Tourist product attributes as a reference for tourists in each visit to a tourist attraction (Sutopo & Surgawi, 2016). The perceived value of the consumer is based on the difference between what is gained and what the consumer provides to allow different options (Firmansyah & Prihandono, 2018).

Image formation before the trip is the most important phase in the selection process of a tourist destination (Amalia & Murwatiningsih, 2016). A positive image of a destination plays an important role in making tourist visiting decisions. The destination image is a manifestation of tourist expectations, so the image can influence the perception of tourists, including influencing tourist decisions (Khansa & Farida, 2016).

There are several studies on the influence of place branding, promotion, tourism product attributes, destination image and visiting decisions that show different results, causing gaps between variables. Yusuf and Sulaeman (2016) explain that place branding has a significant positive effect on tourist visiting decisions. And research conducted by Wulandari (2013) shows that place branding has a positive and significant effect. But research conducted by Ramadan, et al. (2015) explains that place branding has influence but not significant. Setyaningsih and Murwatiningsih (2017) explain the results that promotion has a significant influence on visitor decisions. While research conducted by Diposumarto et al. (2015) explains that promotion does not have a significant influence on purchasing decisions.

Research conducted by Mayasari and Budiyatmo (2017) describes the result that tourism product attributes have a significant influence on visiting decisions. Supported by research according to Zhou (2005) explains the results that Destination Attributes have a significant effect on Destination Choice. However, there is a difference in the results of research conducted by Konu et al. (2011) which explains the result that Attributes have no significant influence on Destination Choice.

Each region in Indonesia has different potential. Geographically Cilacap is located in the southern part of Central Java province directly opposite the waters of the Indian Ocean, with a long coastline of ± 105 km. Therefore, Cilacap Regency has potential marine tourism. One of the leading tourist destinations in Cilacap Regency is Teluk Penyu Beach.

Based on Table 1 and Table 2, it can be seen that Teluk Penyu's beach tourism destinations have decreased the number of visitors and income. In 2015 Teluk Penyu Beach recorded 212,729 visitors, with the total revenue of Rp. 1,137,474,000. Then, in 2016 Teluk Penyu's has decreased the number of visitors amounted to 9425 people from the previous year, so the number of visitors only 203,304 people, it also has an impact on his income, which amounted to Rp. 1,073,615,900. It can be seen that are fluctuating number of tourists in Teluk Penyu's beach; it needs to be the attention of local governments

because Teluk Penyu's beach is one source of revenue in the District Cilacap.

Table 1. Number of Teluk Penyu's Beach Visitor 2015-2016

Month	Year	
	2015 (people)	**2016 (people)**
January	19.694	15.384
February	11.247	11.987
March	12.217	9.703
April	10.658	10.510
May	12.900	15.215
June	12.898	4.943
July	72.947	53.992
August	12.978	13.647
September	9.841	14.695
October	8.739	17.301
November	9.757	12.813
December	18.853	23.114
Total	212.729	203.304

Table 2. Revenue of Teluk Penyu's Beach 2015-2016

Month	Year	
	2015 (Rp)	**2016 (Rp)**
January	105.523.700	80.563.100
February	61.410.200	65.191.000
March	65.951.700	51.695.500
April	58.752.500	56.001.300
May	71.467.900	81.113.600
June	69.934.700	26.554.700
July	369.632.100	281.881.600
August	69.519.500	72.198.600
September	54.258.900	78.161.000
October	57.715.600	90.492.200
November	51.707.800	68.012.700
December	101.599.400	1.21.750.600
Total	1.137.474.000	1.073.615.900

Based on the Research Gap and the phenomenon found, the purpose of this research is to know the direct influence of place branding, promotion, tourism product attribute to the visiting decision and indirect influence of place branding, promotion, tourism product attribute with destination image as an intervening variable.

Hypothesis Development

Govers & Go (2009) suggests Place branding as a marketing activity that supports the creation of names, symbols, logos, wordmarks or other graphics, both to identify and differentiate goals, deliver promises of unique impressive travel experiences related to the destination and serves to consolidate and strengthen memories of pleasant memories from the destination experience, all with the aim of creating images that influence consumers' decisions to visit the destination. A good place branding will shape the image of a good destination and influence visiting decisions. Then the hypothesis proposed as follows:

H1: There is a significant positive effect on place branding on visiting decisions.

Place branding gives the identity of a tourist destination to make it more prominent, more attractive to prospective tourists than other tourist destinations with an interesting travel experience from a place. From that identity will have its own destination image which is a distinctive feature that distinguishes it from other tourist destinations. When the image of a destination is formed, it will affect the visiting decision of tourists to visit. a tourist attraction in the area. It can be concluded that there is a relationship between place branding against the decision to visit through the image of the destination. Place appeal will form the image of the destination that will affect the visit pekupusan. Then the hypothesis proposed is as follows:

H2: There is a significant positive effect of place branding on decisions to visit through the image of the destination.

Promotion is the communication of information between the seller and the buyer or other parties so that the product is known and finally purchased (Husein, 2002). Through promotion, all information about what is offered by tourist destinations will be conveyed to prospective tourists who can influence the decision making of visiting tourists. This is in line with research conducted by Hania et al. (2016) where there are results that promotion has a positive effect on visiting decisions. Then the hypothesis proposed as follows:

H3: There is a significant positive effect of promotion on visiting decisions.

According to Husein (2002) promotion is the communication of information between the seller and the buyer or other parties so that the product is known and finally purchased. The effectiveness of promotional activities will greatly determine the image of the destination in the community, especially tourists and in the end, will greatly influence the visiting decisions of tourists. Through the promotion, all the information about what the tourist destinations offer will be delivered to potential tourists. A good promotion will be able to foster a good destination image, and in the end, there will be confident of tourists to visit. This is in line with research conducted by Hania et al. (2016) where there is a result that promotion has a positive effect on the decision to visit the destination image. Then the hypothesis proposed as follows:

H4: There is a significant positive effect of promotion on visiting decisions through the image of the destination.

The tourism product attribute is what the company has offered to tourists. The tourism product attributes are the whole that tourists feel when traveling, so the better the attributes of tourism products will increasingly influence the decision of visiting tourists. Then the hypothesis proposed as follows:

H5: There is a significant positive effect on tourism product attributes on visiting decisions.
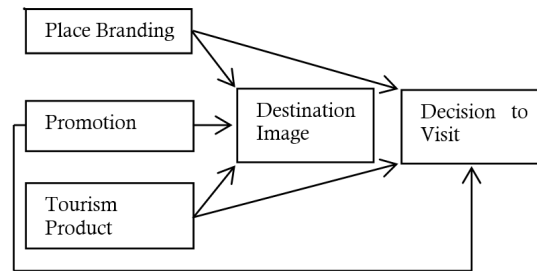
The tourism product attribute is what the company has to offer tourists. Creating a positive image for a tourism object is more value for a product or service so that visitors will decide to visit. Improved tourism product attributes will form a good destination image of the tourist attraction. The formation of the image of the destination can influence the belief of tourists to make the decision to visit. This is in line with research conducted by Zakia et al. (2017) where there are results that the attributes of tourism products have a positive effect on the decision to visit. through the destination image. Then the hypothesis proposed as follows:

H6: There is a significant positive effect of tourism product attributes on visiting decisions through destination imagery.

The image of the destination is the perception of the potential traveler to a destination. The image of the destinations formed in the minds of tourists consisting of impressions, prejudices, dreams of dreams, emotions and thoughts determines the tourists to determine a visit to a tourist destination. The image of the destination is the impression of tourists in general to a tourist destination that can affect decision making visiting tourists prior to the visit. Then the hypothesis proposed as follows:

H7: There is a significant positive effect of destination image on visiting decisions.

Figure 1. Research Model

METHODS

According to Ferdinand (2011) the population is a composite of all elements formed events, things or people who have similar characteristics that become the center of attention of a researcher because it is viewed as a universe of research. The population used in this study were all visitors to the Teluk Penyu Beach Tourism Object.

This study uses an accidental sampling technique (accidental sampling). This method is a technique of determining the sample by chance that anyone who by chance meet with the researcher can be used as a sample when viewed by the person who happened to meet it suitable data source. Based on the calculation of the sample it is known that the sample taken in this study is 116 visitors to the Teluk Penyu's beach tourism destination.

Data collection methods used in this study are the questionnaire method, documentation method. Data analysis using percentage descriptive analysis, classical assumption test, hypothesis test with t statistical test and path analysis test. Data analysis using SPSS 21 software.

In this study using three research variables, namely the dependent variable, independent variables, and intervening variables. According to Ferdinand (2011), the dependent variable is the variable that became the center of attention of researchers in script analysis. The dependent variable in this study is the decision to visit. Visiting Decision Indicators in this study are, Introduction to Need Problems, Information Search, Alternative Evaluation, Purchasing Decisions, Post-Purchase Behavior.

According to Ferdinand (2011) the independent variable is a variable that influences the dependent variable, both with a positive influence and negative influence, in the script analysis, it will be seen that the variables that explain the path or the way a problem is solved are not independent variables. In this study, the independent variables are placed in branding, promotion, and tourism product attributes. Place Branding Indicator in this research is The Potential (Potensi), The Pulse (Attraction), Nature, Transportation. Promotion Indicators in this study are Advertising, Promotion, Publicity, Word of Mouth. Product Attribute Indicator in this study is Destination Attraction, Destination Facilities, Destination Accessibility.

According to Ferdinand (2011) intervening variable is a variable that affects the relationship between independent variables with dependent variables into an indirect relationship. The intervening variable is a variable located between the independent variables and the dependent variables, so the independent variable does not directly explain or influence the dependent variable. Intervention variable in this research is destination image. The Destination Image Indicator in this study is Cognitive Image, Unique Image, Affective Image

RESULT AND DISCUSSION

Validity Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the question in the questionnaire is able to express what will be measured by the consumer (Ghozali, 2009). In this study trials conducted on 20 respondents. Calculation of validity test is done with SPSS 21 program. The criteria of validity test if sig. the count is greater than α (0.05) then the statement is valid and if sig. count smaller than α (0.05) then the statement is invalid. Based on the validity test in this study which was processed with SPSS 21 software, it can be known that place branding variable has 11 statement items, promotion variables have 12 statement items, tourism product attribute variables have 8 statement items, destination image variables have 9 statement items, promotion variables have 15 item statement.

Reliability Test

According to Ghozali (2011) test reliability is a tool to measure and questionnaire which is an Indicator of the variable or construct. If the Alpha coefficient results > significant level of 70% or 0.70, then the questioner is reliable. If Alpha coefficient result < a significant level of 70% or 0.70 then questioner is not reliable. The result of the reliability test item statement that is processed using SPSS 21 is shown in Table 3 as follows:

Table 3. Reliability Test Result

Variable	Cronbach Alpha	Notes
Place Branding	.919	Reliable
Promotion	.885	Reliabel
Tourism Product Attribute	.858	Reliable
Destination Image	.884	Reliabel
Decision to Visit	.892	Reliable

Based on Table 3, it can be seen that the value of Cronbach alpha Place Branding variables, Promotions, Tourism Product Attributes, Images of Destination, Visiting Decision, stated reliable because the value > 0.70.

Descriptive Analysis of Respondents

Based on descriptive analysis respondents the result is :

Table 4. Descriptive Analysis of Respondents by Age

Age	Frequency	Percentage
16 – 20 y.o.	77	51.3%
21 – 25 y.o	33	22%
26 – 30 y.o	34	22.7%
> 30 y.o	6	4%
Total	150	100%

Based on that Table 4, it can be described that most tourists are 16-20 years old.

Table 5. Descriptive Analysis of Respondents by Gender

Gender	Frequency	Percentage
Male	96	64%
Female	54	34%
Total	150	100%

Based on Table 5, it can be described that most tourists are male with the number of tourists is 96 people.

Table 6. Descriptive Analysis of Respondents by Job

Job	Frequency	Percentage
Employees	25	16.7
Others	13	8.7
College student	32	21.3
Student	61	40.7
Entrepreneur	19	12.7
Total	150	100%

Based on the Table 6, most of the tourist is a student with 61 people.

Descriptive Analysis of Respondents' Answer

The results of the descriptive analysis of respondents' answers for each variable.

Table 7. Descriptive Analysis Percentage of Place Branding Variables

X1 PLACE BRANDING			
INDICATOR	**∑Score**	**Ideal Score**	**Percentage**
Potential	1935	2250	86%
Pulse	1932	2250	85.9%
Nature	1888	2250	83.9%
Transportation	1281	1500	85.4%
Total	7036	8250	85.3%

Table 7 shows a score of 7036 with an ideal score of 8250 or as much as 85.3%. The highest percentage is potential with a percentage of 86%, while the lowest percentage is nature with a percentage of 83.9%. Based on the above table can be explained that place branding is done Cilacap Regency very well.

Table 8. Descriptive Analysis Percentage of Promotion

X2 PROMOTION			
INDICATOR	**∑Score**	**Ideal Score**	**Percentage**
Advertising	1919	2250	85.3%
Sales Promotion	1912	2250	85.0%
Publicity	1894	2250	84.2%
Word of Mouth	1856	2250	82.5%
Total	7581	9000	84.2%

Table 8 show score as much as 7581 with Ideal Score 9000 or as much as 84.2%. The highest percentage is Advertising with 85.3% percentage, while the lowest percentage is Word of mouth with 82.5% percentage. Based on the above table can be explained that the Promotion by Teluk Penyu's Beach is very good.

Table 9. Descriptive Analysis Percentage of Tourism Product Attribute

X3 TOURISM PRODUCT ATTRIBUTE			
INDICATOR	**∑Score**	**Ideal Score**	**Percentage**
Destination Attraction	1887	2250	83.9%
Destination Facilities	1878	2250	83.5%
Destination Accestibility	1285	1500	85.7%
Total	5050	6000	84.2%

Table 9 shows a score of 5050 with Ideal Score of 6000 or as much as 84.2%. The highest percentage is Destination Accessibility with 85.7% percentage, while the lowest percentage is Destination Facilities with 83.5% percentage. Based on the table above it can be explained that Teluk Penyu Beach Tourism Product Attributes are very good.

Table 10. Deccriptive Analysis Percentage ofCitra Destinasi

Z1 DESTINATION IMAGE			
INDICATOR	**∑Score**	**Ideal Score**	**Percentage**
Cognitive Image	1875	2250	83.3%
Unique Image	1880	2250	83.6%
Affective Image	1867	2250	83.0%
Total	5622	6750	83.0%

Table 10 show Score as much as 5622 with Ideal Score 6750 or as much as 83.0%. The highest percentage is Unique Image with 86.3% percentage, while the lowest percentage is Affective Image with 83.0% percentage. Based on the above table it can be explained that Destination Image of Teluk Penyu's Beach is good.

Table 11 shows a score of 9451 with Ideal Score 11250 or as much as 84.0%. The highest percentage is the introduction of the needs problem with a percentage of 85.0%, while the lowest percentage is an alternative evaluation with a

percentage of 82.0%. Based on the above table can be explained that the decision to visit Teluk Penyu's Beach is good.

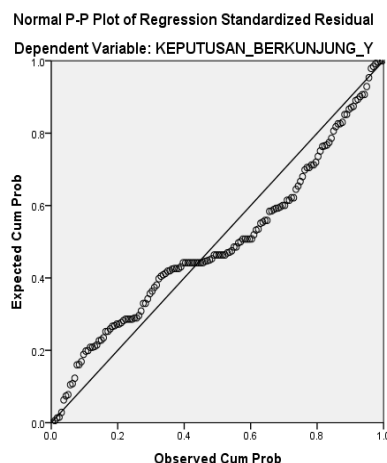**Table 11.** Descriptive Analysis Percentage of Decision to Visit

Y1 Decision to Visit			
INDICATOR	∑Score	Ideal Score	Percentage
Introduction of needs problem	1912	2250	85.0%
Information searching	1906	2250	84.7%
Alternative evaluation	1846	2250	82.0%
Purchase Decision	1905	2250	84.7%
Post-Purchase Behavior	1882	2250	83.6%
Total	9451	11250	84.0%

Classical Assumption Test

The result of the classical assumption test in this study that is processed using SPSS 21:

Normality Test

Normality test results with P-Plot chart method using IBM SPSS 21 as follows:

Figure 2. Graph of P-Plots with Decisions to Visit as Dependent Variables

Based on Figure 2, it can be seen that place branding, promotion, tourism product attribute and destination image of visiting decisions have plots that spread around diagonal lines, meaning that the data are normally distributed. In addition to the Normal P-Plot chart, the normality test can be seen through the following Kolmogorov-Smirnov non-parametric statistical tests (K-S):

Table 12. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.46116993
Most Extreme Differences	Absolute	.110
	Positive	.110
	Negative	-.095
Kolmogorov-Smirnov Z		1.349
Asymp. Sig. (2-tailed)		.352

a. Test distribution is Normal.

b. Calculated from data.

Kolmogorov-Smirnov test shows normally distributed data if the Asimp value. Sig (2-tailed) > 0.05 level of significance-Sample Kolmogorov-Smirnov (Ghozali, 2011). Based on Table 12 we get the Asymp.Sig value. (2-tailed) > 0.05, which means that the residual data is normally distributed.

Multicollinearity Test

Multicollinearity testing aims to test whether the regression model is found to have multicollinearity. To detect the presence or absence of multicollinearity, one way can be seen from the tolerance value and the opposite, Variance Inflation Factor (VIF). Multicollinearity occurs when tolerance value < 0.10, and if tolerance value > 0.10, then there is no multicollinearity or VIF value < 10 = no multicollinearity occurs.

Table 13. Multicollinearity Test

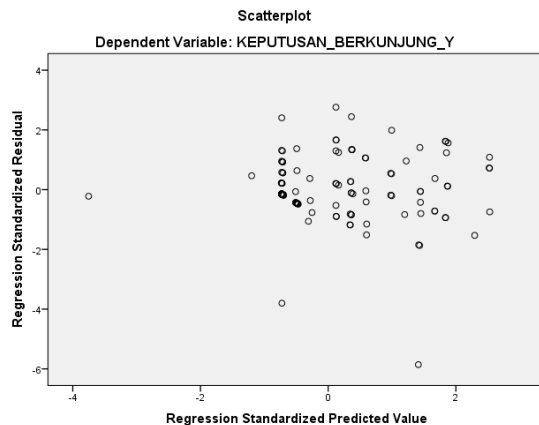| Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Place Branding_X1	.573	1.776
Promotion_X2	.282	3.540
Tourism Product Attributes_X3	.316	3.160
Destination Image_Z	.208	4.815

a. Dependent Variable: DECISION TO VISIT_Y

The result of calculating Tolerance value in Table 13 shows that each independent variable

has Tolerance > 0.10, as well as the Variance Inflation Factor (VIF) < 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

One way to detect the presence or absence of heteroscedasticity is to look at the plot graph that was processed with SPSS 21 as :

Figure 3. Scatterplot of Heteroscedasticity Test Results

Scatterplot graphs that do not occur heteroscedasticity are marked by points that spread and do not form a particular pattern. In Image 3, shows that the point spreads irregularly, both above and below the number 0 Y axis. So it can be said that the data does not occur heteroscedasticity. To further strengthen that regression does not occur heteroscedasticity can be done by the Glejser test.

Table 14. Heteroskedasticity Test Result with Glejser Test Method

Model	T	Sig.
(Constant)	.806	.422
Place Branding_X1	1.244	.216
Promotion_X2	.416	.678
Tourism Product Attributes_X3	2.492	.514
Destination Image_Z	1.060	.291

a. Dependent Variable: RES_2

Table 14 shows that none of the statistically significant independent variables affects other independent variables or the probability of Sig.

> 0.05, so it can be concluded that there is no heteroscedasticity.

Hypothesis Test (t-test)

The results of the partial test (t-test) in this study which was processed using SPSS 21:

Table 15. Test Result of Place Branding, Promotion, Tourism Product Attribute and Destination Image of Visiting Decision

Model	T	Sig.
Place Branding_X1	1.421	.015
Promotion_X2	9.262	.000
Tourism Product Attributes_X3	.633	.028
Destination Image_Z	.654	.014

a. Dependent Variable: Decision to Visit_Y

Based on Table 15 shows that place branding has a significant effect on visiting decisions with a significance level < 0.05. So the H1 hypothesis which states that there is a significant positive effect on place branding on visiting decisions is accepted. Furthermore, the data shows a significant value of promotion < 0.05, so that promotion is found to have a significant effect on visiting decisions. This indicates that the H3 hypothesis which states that there is a significant positive influence on the promotion of visiting decisions is accepted.

Based on Table 15, the attributes of tourism products have a significant effect on visiting decisions. With a significance result of < 0.05, the H5 hypothesis which states that tourism product attributes have a significant effect on visiting decisions is accepted. Based on Table 14 destination image variables have a significant effect on visiting decisions. With the results of significance < 0.05, so the H7 hypothesis which states that there is a significant positive influence on the destination image is significant to the decision to visit is accepted.

Path Analysis

Testing the influence of intervening variable used path analysis method (Path Analysis). Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate the causality relationship between predefined variables based on theory (Ghozali, 2012).

Based on Table 16 and 17 it can be concluded that the direct and indirect effects are mentioned in Table 18.

Table 16. Results of Coefficients Place Branding, Promotion and Product Attributes of Destination Image

Coefficients			
Model	Beta	t	Sig.
1 (Constant)		2.433	.016
Place Branding_X1	.070	1.178	015
Promotion_X2	.826	11.447	.000
Tourism Product Attributes_X3	.080	1.165	.024

a. Dependent Variable: Destination Image_Z

Table 17. Results of Coefficients Place Branding, Promotion and Attributes of Tourism Products on Decisions to Visit through Destination Image

Coefficients			
Model	Beta	T	Sig.
1 (Constant)		1.862	.065
Place Branding_X1	.063	1.421	.015
Promotion_X2	.795	9.262	.000
Tourism Product Attributes_X3	.051	.633	.028
Destination Image_Z	.065	.654	.014

a. Dependent Variable: Decision to Visit_Y

Table 18. Path Effect Coefficients and Total Influence of Place Branding (X1), Promotion (X2) and Tourism Product Attributes (X3) Against Visiting Decisions (Y2) Through Destination Image (Y1).

Variable	Effect	Destination Image	Decision to Visit	Information
Place Branding	Direct	.070	.06300	
	Indirect		.00455	Intervening
	Total	.070	.06755	
Promotion	Direct	.826	.97500	
	Indirect		.05369	Intervening
	Total	.826	1.02869	
Tourism Product Attributes	Direct	.080	.05100	
	Indirect		.0052	Intervening
	Total	.080	.0562	
Destination Image	Direct		.0650	
	Indirect			
	Total		.065	

Based on the results of research that examines the direct influence and indirect influence of place branding, promotion and attributes of tourism products to the decision to visit through the image of the destination on the Destination Image of Teluk Penyu Cilacap. Then the results can be obtained as:

The results of the study prove that place branding has a positive and significant effect on visiting decisions. The relationship shows that the higher place branding, attract higher decision to visit. Conversely, if place branding is low, the decision to visit decreases.

Zenker et al. (2017) also found that place branding had a positive and significant effect on the decision. Branding is important to determine the identity of a tourist destination that can influence tourist decisions.

Based on the path analysis, the results of the study prove that place branding has a significant positive effect on the decision to visit the destination image. This shows that the destination image is able to mediate the relationship between place branding and the decision to visit.

This study is in line with the results of Saeedi and Hanzaee (2016) research suggesting that the destination image mediates the relationship between place branding against visiting decisions. Hurriyati (2014) also found that place branding positively and positively affects visiting decisions mediated by the image of the destination. This means that the better place branding is done, it will form a destination image that can encourage the making of tourist visiting decisions.

The results of the study prove that the promotion has a positive and significant impact on visiting decisions. The relationship shows that the higher the promotion then the decision to visit increased. Conversely, if the promotion is low then visiting decisions will decrease.

The results of the study are in line with the research conducted by Barkirtas (2013) which states that promotion has a positive and significant effect on visiting decisions. Similarly, the results of research Mardiyani and Murwatiningsih (2015) found the result that the promotion has a significant effect on the decision of visiting. Companies that do continuous promotion will be able to attract the attention of potential tourists to visit the tourist attraction.

Based on the path analysis, the results of the study prove that promotion has a significant positive effect on the decision to visit the destination image. This shows that the destination image can mediate the relationship between promotion and decision to visit Teluk Penyu Beach.

This research is in line with the results of Kim's research, et al. (2017) stating that promotion forms the image of a destination that influences the decision to visit. Promotional activities to improve the image of a destination will influence consumer decisions to visit tourist attractions The results of the study prove that the attributes of tourism products have a positive and significant impact on the decision of visiting. The relationship shows that the better the attributes of tourism products, the more informed the decision to visit. Conversely, if the tourism product attributes are bad, then the visiting decision will decrease. The results of Bayer and Karamasa (2017) research found that tourism product attributes have a significant effect on visiting decisions, which means that tourism objects that offer attractive tourism products will increase the number of tourists visiting.

Based on the path analysis test, the results of the study prove that tourism product attributes have a significant positive effect on the decision to visit the destination image. This shows that the destination image can mediate the relationship between tourism product attributes and the decision to visit Teluk Penyu Beach. This study is in line with the results of research Zakia, et al. (2016) states that the image of the destination mediates the relationship between the attributes of tourism products to the decision of visiting. This means that through better product attributes can create the image of a destination that will influence tourist decision making.

The results of the study prove that destination image has a positive and significant effect on visiting decisions. The relationship shows that the better the image of the destination, the decision to visit will increase. Conversely, if the destination image is bad, the decision to visit will decrease. The results are in line with research conducted by Zahra (2016) which states the image of the destination has a positive and significant direct relationship to the decision of visiting.

CONCLUSION AND RECOMMENDATION

Place branding has a positive and significant effect on visiting decisions. That is, the higher the place branding has, the higher the decision to visit. Place branding has a significant positive effect on the decision to visit the destination image. That is, the destination image can be an intervening variable between place branding and the decision to visit.

The promotion has a positive and significant effect on visiting decisions. That is, the higher the promotion, the higher the decision to visit. The promotion has a positive and significant indirect effect on the decision to visit the destination image as an intervening variable. That is, the destination image can be an intervening variable between the promotion of visiting decisions.

Tourist product attributes have a positive and significant effect on visiting decisions. That is, the better the tourist product attributes possessed by tourism objects, the visiting decision will increase. The tourism product attribute has a positive and significant indirect effect on the visiting decision through the destination image as an intervening variable. That is, the destination image can be an intervening variable between the attributes of tourism products to the decision to visit. Destination image has a positive and significant effect on visiting decisions. That is, the better the image of the destination; the decision to visit will increase.

For the Cilacap Regency Government: the Regency Government should continue to improve and maintain the attributes of tourism products because tourist attributes are an attraction for a tourist destination, so it needs to be managed and managed. Cilacap Regency has great potential in tourism by having a beautiful beach. The potential indicator also has the highest average in place branding variables. So it is recommended for the Government of Cilacap Regency to optimize the development of tourism in order to increase tourists visiting the tourist attraction. The Cilacap Regency Government is advised to improve transportation facilities especially for access to tourist attractions. Transportation indicator also has the lowest average compared to another indicator in this study. Because with the ease of access to tourist attractions will increase visitor interest to attractions.

For Researchers Furthermore: the authors in this study have not thoroughly analyzed the variables and another indicator that influence tourists' decisions to visit the Teluk Penyu Beach so that further research is needed in the future. The variables in question include visitor satisfaction, service quality, and facilities that support tourism activities. This research is limited to Teluk Penyu's Beach, while in Cilacap Regency there are many other tourist destinations. Therefore, there is a need for further research related to this research and involving a larger number of respondents

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