An Investigation Between Nostalgic Value Resonance and Destination Brand Engagement in Rural Tourism

Juliana Juliana[1]* , Sabrina Oktaria Sihombing[2] , Ferdi Antonio[3]

[1] Hospitality Management, School of Hospitality & Tourism, Pelita Harapan University, Tangerang 15811, Indonesia
[2] Management Study Program, Faculty of Economy & Business, Pelita Harapan University, Tangerang 15811, Indonesia
[3] Magister of Hospital Management, Faculty of Economy & Business, Pelita Harapan University, Tangerang 15811, Indonesia

Corresponding Author Email: juliana.stpph@uph.edu

ABSTRACT

The purpose of this study was to examine Destination Brand Self Congruence, Destination Scenery, Nostalgic Value Resonance and Destination Brand Engagement affecting revisitation intention, Recommend Intention. The population of this study are tourists who visit tourist villages in Indonesia. The sample in this study was 400 respondents. This research is quantitative research with a survey method. The data collection tool in this study used a questionnaire. Online questionnaires were distributed to domestic tourists who visited tourism village. Non Probability Sampling approach using purposive sampling with the criteria of namely selecting 400 local tourists who had experience visiting the Keranggan tourism village at least once a year. Data analysis using PLS-SEM. The results of the study show that there is a positive influence between all variables and is mediated by Destination Brand Engagement, so it can be concluded that all hypotheses are supported. This research is original in terms of conceptualization and empirical testing of the relationship between nostalgic value resonance and destination brand engagement in the context of rural tourism in Keranggan. This study is the first to examine the relationship between nostalgic value resonance and destination brand engagement in the rural tourism sector.

1. INTRODUCTION

Despite promising prospects and growing popularity, the tourism industry is currently pressuring many destinations to develop their own brands and establish emotional brand relationships with tourists. Destinations, in addition to promoting unique attributes such as beautiful scenery, beaches, heritage, and friendly people, tend to employ strategies that connect people's feelings and affection with destination brands. Such an emotional connection, known as "destination brand attachment," can distinguish a destination brand from its competitors by emphasizing the destination's uniqueness) and generate positive responses from tourists towards the destination brand, such as willingness to pay high prices, return, generate positive word of mouth, and so on [1].

Indonesia has enormous tourism development potential. This is due to Indonesia's diverse ethnic and cultural wealth; cultural diversity differs from region to region in all corners of Indonesia [2]. Understanding consumer needs and the purchasing process is the foundation of successful marketing because it allows businesses to develop effective strategies to support appealing offers for target markets [3]. A tourist can find destination brands that to some degree offer symbolic resources for representing or expressing his actual or ideal self in terms of identity, core beliefs, values, social status, and so on [4]. Before increasing competition in the tourism sector, rural tourism was previously believed to be safe from competition. In addition, another form of tourism that is able to provide guests with their own personal experiences in

unique and authentic places away from the tourist crowds. In this case Destination Brand Self Congruence and consumers play an important role in creating an emotional attachment to the brand. In our theoretical model, self-congruence describes the perceived similarity between a consumer's self-concept and the self-concept of another entity [5-7]. Bufquin et al. [8] explained that the Destination Scenery formed in the human mind is something unique and emotional with high personal value. Therefore, Destination Scenery has become a major construction in travel and tourism. This can be seen from the large number of people who sell souvenirs and food related to tourism areas.

Nostalgia, also known as nostalgic emotion is a feeling of intimacy, comfort, and security. Nostalgia pervades many aspects of marketing theoretical research, personal consumption, and enterprise marketing, in addition to being a cultural, social, and psychological phenomenon. Nostalgic marketing has emerged as a novel and effective marketing strategy. Consumers have welcomed nostalgia-themed restaurants, photos, music, costumes, movies, and other nostalgic goods. However, nostalgic marketing is still in its early stages. Nostalgic emotion is the foundation of nostalgic marketing [9]. Nostalgic Value Resonance is a situation where a person wants to repeat past experiences, both negative and positive experiences [10]. Nostalgia is more than just a mental state; it also manifests in behaviors that affect those around the nostalgic individual [11]. This similarity includes similarities in nationality, religion, racial groups and geographical areas. Pujiastuti [12] found that nostalgia value affects the value

experience felt by customers. Nostalgia value arises because someone sees a place that connects him at different times. Understanding how people react to sources of nostalgia can thus help explain society's consumer behavior. In this case, tourism has as a tourist destination, namely Destination Brand Engagement. Destination Brand Engagement is regardless of the quality of a product if consumers have never heard of it and are not sure that the product will be useful for them, then they will never buy it [13]. Likewise with tourist objects in that place, no matter how big the potential and tourist attraction is, as well as the good supporting facilities and infrastructure, if potential tourists rarely or have never even heard of and know about it, then the destination will never be visited. So thus, the delivery of the latest information will make potential tourists know the destination in more detail and about the potential possessed by the destination, so that they can be interested in revisiting the tourist spot. According ref [14-16] There have been many studies showing that revisit intention is something that affects the sustainability of a tourist destination because it will be cheaper than attracting new customers or tourists. This study states that Destination Brand Engagement has a relationship with revisit intention, the higher the Destination Brand Engagement, the higher the level of revisit intention. This is in line with research conducted by Xu et al. [17] which states that Destination Brand Engagement has a strong and positive relationship to revisit intention. From this study it can be concluded that if Destination Brand Engagement is high it will increase revisit intention. Research conducted by Imtiyaz et al. [18] and Rajain [19] The results show that there is a positive relationship between Destination Brand Engagement and Revisit Intention. In connection with Destination Brand Engagement where there is Destination Brand Engagement, consumers are increasingly willing to recommend it again. Even though the context in previous research was different, it turned out that the results showed that there were differences in the results of the research even though the research variables used were the same. So this research is important because this research tests and creates a conceptual model to solve existing research problems, namely the inconsistency of the results of previous research so that it can prove that Destination Brand Engagement has an influence on recommendation intention. This is supported by research [20, 21]. The results show that there is a relationship between Destination Brand Engagement and recommendation intention. This is contrary to research Meeprom [22] shows the result that Destination Brand Self Congruence has no positive effect on Nostalgic Value Resonance. However, no one has researched Destination Brand Engagement to influence Recommend Intention and revisit intention. In previous studies, there were still inconsistencies in explaining the relationship between the destination brand self-congruence variable and the recommend intention variable [23].

In an effort to link destination brand self-congruence and destination scenery, this study tries to look further at the role of the nostalgic value resonance variable, Destination Brand Engagement in increasing recommend intention and revisit intention.

Formulation of the research problem that can be presented in this study is how to build a conceptual model to overcome the gap between destination brand self congruence and recommend intention variables through nostalgic value resonance. With a self-congruity theory approach which is the basis for thinking about self-congruence with brands. It is said that self-congruence affects purchase motivation so that

consumers will be motivated to approach the product, because consumption will satisfy self-esteem and self-consistency needs [24]. Based on the self-congruity theory approach, the researchers decided to use Destination Brand Self Congruence Destination Scenery, Nostalgic Value Resonance and Destination Brand Engagement variables as mediating variables or process variables in this study. So it is hoped that Destination Brand Self Congruence Destination Scenery, Nostalgic Value Resonance can be a bridge to the problem of research inconsistency between Recommend Intention and revisit intention and then in the end can create a conceptual model that can improve Destination Brand Self Congruence. In connection with the phenomenon of the tourist village in Kerangan, it is a tourist village that preserves the culture of the ancestral heritage. This causes some of the local culture in Village to be similar to the typical culture in the surrounding area. Therefore, this uniqueness becomes a special attraction for tourists to do tours in the village of Keranggan. What's more, there are many other local cultural providers in the village that can attract tourism. So therefore, from this attraction, the behavior that will be carried out by visitors after feeling satisfied with the results or performance will lead to Recommend Intention.

In marketing communications, evoking nostalgia appears to be useful across a variety of product types rather than just one (i.e. utilitarian, hedonic, and neutral) [25]. Ginting et al. [26] explained that the Destination Scenery formed in the human mind is something unique and emotional with high personal value. Therefore, Destination Scenery has become a major construction in travel and tourism. Nostalgic Value Resonance is a concept that describes sad and happy memories [27]. Nostalgia is described as a preference (general desire, positive attitude, or influence) towards an object so that it can remind us of the past [11]. From a marketing perspective, nostalgia is present in various research contexts in terms of behavior, self-concept, brand loyalty, brand meaning, consumption preferences, and emotions [28]. In general, nostalgia refers to longing for the past in the short or long term, or preferences and activities that were done in the past [29] views nostalgia as past memories, both positive and negative memories. Destination Brand Engagement is a marketing activity to promote a positive image of a tourist destination in order to influence consumer decisions to visit it [13]. According Kumar et al. [30] Destination Brand Engagement is basically an activity process to show a product from a particular destination that has uniqueness that is seen and assessed from the perspective of the market or tourists according to the attractiveness they perceive of the tourism product and reveals that destination brand is often associated with a positioning strategy. Customer brand engagement improves customer behavioral intentions and favorable attitudes in the marketing domain [31-33] establishing the concept's strategic importance.

1.1 Destination Brand Engagement and Recommend Intention

Relationship between Destination Brand Engagement and Recommend Intention where there are many tourists who are memorable and have their own memories, so that tourists will recommend shell destinations to others and keep visiting again for tours in Keranggan Based on research conducted [34-39] The results show that Destination Brand Engagement is thought to have a positive effect on Recommend Intention. (See Figure 1).
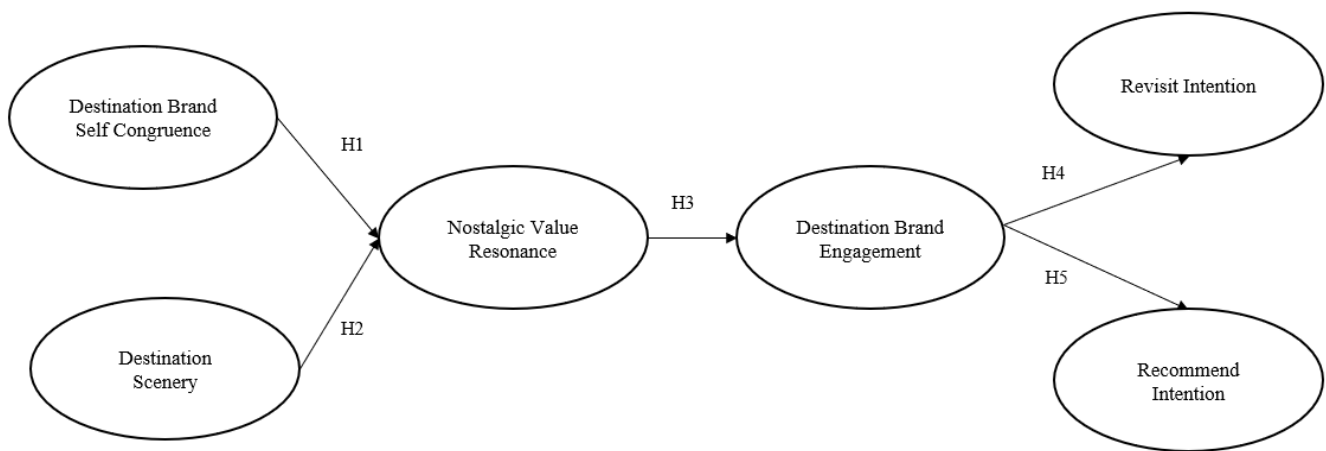
Figure 1. Conceptual framework

H5: Destination Brand Engagement have a positive effect on Recommend Intention.

1.2 Destination brand engagement and revisit intention

Relationship between Destination Brand Engagement and revisit intention, in this case, where there are many memorable tourists and special memories, so that more and more tourists have the intention to revisit. Thus, it can be explained that tourists are satisfied with Destination Brand Engagement. This is in accordance with the research conducted [30, 40-45] shows the result that Destination Brand Engagement has a significant effect on revisit intention (See Figure 1).

H4: Destination Brand Engagement have a positive effect on revisit intention.

1.3 Destination brand self congruence and nostalgic value resonance

The Relationship between Destination Brand Self Congruence and Nostalgic Value Resonance. This is due to the large number of tourists who visit Keranggan because of their suitability for Keranggan tourism as a tour for sightseeing, shopping or getting some knowledge at Keranggan tourist attractions, so tourists feel happy. Thus, it can be said that tourists feel happy and have a memorable experience at the shellfish. This is supported by research conducted by Meeprom et al. [22, 46-49] shows the results that show Destination Brand Self Congruence is suspected to be significant to Nostalgic Value Resonance (See Figure 1).

H1: Destination Brand Self Congruence have a positive influence on Nostalgic Value Resonance.

1.4 Destination scenery with nostalgic value resonance

Relationship of Destination Scenery to Nostalgic Value Resonance. In this case, where tourism shows a feeling of pleasure and is very attractive to the sights of shellfish tourism, so that they become more familiar with shellfish tourism sites. Thus, it can be said that tourists feel happy and have a memorable experience at the shellfish. This is supported by research conducted by Prayag et al. [38, 41-43]. The results show that Destination Scenery is thought to have a significant effect on Nostalgic Value Resonance. (See Figure 1).

H2: Destination Scenery have a positive effect on Nostalgic Value Resonance.

1.5 Nostalgic value resonance and destination brand engagement

Nostalgic Value Resonance variable relationship to Destination Brand Engagement. In this case, where many tourists feel happy and have memorable experiences at the shellfish, so that it gives its own impressions and memories for tourists who visit the shellfish destinations. Thus, it can be said that tourists feel memorable and special memories in shellfish tourism. This is supported by research conducted by Xu et al. [17, 24, 50-53] shows the results that Nostalgic Value Resonance has a positive effect on Destination Brand Engagement. According to Reid et al. [54] higher levels of scent-evoked nostalgia may predict higher levels of scent-evoked positive affect, self-esteem, self-continuity, and social connectedness in life. (See Figure 1)

H3: Nostalgic Value Resonance have a positive effect on Destination Brand Engagement.

2. METHODS

This research was conducted using illustrative research methods to determine consumer satisfaction. Research on Destination Brand Self Congruence, Destination Scenery, Nostalgic Value Resonance and Destination Brand Engagement have an effect on revisitation intention, Recommend Intention. This research is quantitative because the data is a variable whose value is numerical (Likert scale 1-5). The data collection tool is a questionnaire. Online questionnaires were distributed to Indonesian tourists, namely domestic tourists who visited the Kerangan Tourism Village using a probability sampling approach. According Sekaran and Bougie [55], probability sampling is a sampling technique that provides equal opportunity for each element (member) of the population to be selected as a member of the sample. The sampling technique was purposive sampling, namely selecting 400 local tourists who had experience visiting the Keranggan tourism village at least once a year. Structural EquationModeling (SEMPLS) is used in research analysis to correct measurement errors by including interaction effects in the model with SMARTPLS 3.3 software. SEMPLS was used

to investigate the implications of check estimation and resampling (Bootstrap Method). The SEMPLS estimation seeks to derive the best score component from endogenous variables, in this case the travel choice variable. Furthermore, SEMPLS is used to predict the relationship between variables and indices using the internal model, namely the relationship between latent variables and exogenous models [56].

3. DISCUSSION

3.1 Evaluation of the measurement model (outer model)

The results of the convergent validity test showed that all items measuring the search variable with a loading value greater than 0.6 concluded that all items were considered valid. The AVE value can be seen in Table 1.

Table 1. Conceptual definition operational definition

Variable	Conceptual Definition	Operational Definition	Source
Destination Brand Self Congruence	Destination Brand Self Congruence is self-image conformity with product and brand image [4].	1. Self-reflection 2. Self-image 3. Resemblance to another	[22, 57, 58]
Destination Scenery	Destination Scenery is a tourist's experience during a trip that is closely related to visiting, seeing, learning, enjoying and living a different lifestyle [59].	1. Feeling happy 2. Feel like 3. Beautiful scenery and natural attraction	[29, 59, 53, 60]
Nostalgic Value Resonance	Nostalgic Value Resonance pleasant feeling when individuals recall positive memories in the past through the five senses that influence individual decisions at this time [29]	1. Pleasure 2. Positive emotions (warm, peaceful, pleasant, calm) 3. feel comfort 4. fine and happy	[51, 54, 61]
Destination Brand Engagement	Destination Brand Engagement is a marketing activity to promote a positive image of a tourist destination in order to influence consumer decisions to visit it [13].	1. Enthusiasm 2. Attention 3. Identification	[17, 43]
Recommend Intention	Recommendation intention is the consumer's willingness to recommend others to deal with service providers after the consumption experience. Most post-purchase consumer behavior research focuses on customer satisfaction issues [38]	1. Willing to share experiences. 2. Say positive things. 3. Recommend tourist spots	[15, 62]
Revisit Intention	revisit intention is the customer's desire to come back to visit the company, provide positive word of mouth, stay longer than expected, and shop more than expected [34]	1. Willingness to visit 2. Likely to revisit this destination 3. Willingness to positive tale	[43, 44]

Table 2. Reliability and validity test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DBE	0.813	0.816	0.890	0.729
DBSC	0.763	0.778	0.864	0.680
DS	0.755	0.755	0.860	0.671
NVR	0.767	0.767	0.866	0.683
RECI	0.764	0.768	0.864	0.679
REVI	0.831	0.835	0.899	0.749

Table 3. HTMT ratio

	DBE	DBSC	DS	NVR	RECI	REVI
DBE						
DBSC	0.532					
DS	0.513	0.704				
NVR	0.601	0.811	0.798			
RECI	0.526	0.388	0.378	0.387		
REVI	0.831	0.465	0.393	0.527	0.622	

Table 4. R square

	R Square	R Square Adjusted
DBE	0.226	0.224
NVR	0.495	0.492
RECI	0.173	0.171
REVI	0.466	0.465

Table 5. Hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
DBE -> RECI	0.416	0.417	0.056	7.372	0.000	Supported
DBE -> REVI	0.683	0.685	0.038	18.141	0.000	Supported
DBSC -> NVR	0.417	0.417	0.056	7.391	0.000	Supported
DS -> NVR	0.386	0.385	0.053	7.279	0.000	Supported
NVR -> DBE	0.475	0.473	0.054	8.877	0.000	Supported

Cronbach's alpha is present in all of the work, and the composite reliability value is greater than 0.70, according to Table 2. According to Table 1, all AVE value combinations have an AVE value greater than 0.50. As a result, all measurement constructs are empirically supported and reliable.

3.2 Evaluation of the structural model (Inner Model)

Table 3 shows that the HTMT values in the variables must be greater than the values between variables in order for the discrimination validity test to accept them as valid.

The R-Square value is as follows, based on data processing with the smartPLS 3.3 program:Based on the data processing performed with the smartPLS 3.3 program, the R-Square value is as follows:

According to Table 4, the research model can explain 46.5% and 17.1% of the explanatory power aspect variables, intention to recommend and intention to return as this dependent variable, respectively, while the remaining 53.5% and 82.9% can be explained by other variables outside of this research model. R square values for nostalgic value resonance as a mediating variable were discovered to be 0.492 and the R square values for destination brand engagement is 22.4%. According to the adjusted R squared value, there is a moderate to strong prediction accuracy [63]. Therefore, it can be said that the 4 independent variables in this research model can simultaneously predict moderate to strong variables mediating destination view and destination brand self-congruence.

The model tested on the tourist population in the Keranggan Tourism Village can be used or replicated in future studies on tourist destination views and destination brand self-congruence with different population coverage. Following the analysis of the model, the hypothesis is tested by comparing the statistical t values resulting from the bootstrap results on PLS. If the statistical t value exceeds the t table value (1.65), the hypothesis is considered supported. Table 5 demonstrates the existence of a relationship between variables.

Destination Brand Self Congruence, Destination Scenery, Nostalgic Value Resonance and Destination Brand Engagement also have a significant effect on revisitation intention, Recommend Intention.

The results of the study show that the variable Destination Brand Engagement has to do with Recommend Intention. Destination Brand Engagement has a positive and significant effect on the Recommend Intention This shows that there are many tourists with memorable and memorable Destination Brand Engagements, so that tourists will recommend the destination to other people and keep visiting Keranggan village tourism. Thus, it can be explained that many visitors recommend Keranggan village tourism. According to research [34-39] the results show that there is a positive effect on Destination Brand Engagement on Recommend Intention. The results of the study stated Destination Brand Engagement on revisitation intention. Based on Table 5, Destination Brand Engagement has a positive and significant effect on the revisitation intention variable. This is because the Destination Brand Engagement has many memorable tourists and special memories, so tourists will have the intention to revisit. Thus, it can be explained that tourists are satisfied with Destination Brand Engagement. This is in accordance with the research conducted [62], shows the result that Destination Brand Engagement has a significant effect on revisitation intention. The results showed that the construct of Destination Brand Self Congruence to Nostalgic Value Resonance. Based on

Table 5, Destination Brand Self Congruence has a positive and significant effect on the Nostalgic Value Resonance. This is due to the large number of tourists visiting Keranggan because of their suitability for Keranggan tourism as a tour for sightseeing, shopping or getting some knowledge at Keranggan tourist attractions, so tourists feel happy with shellfish tourism. Thus, it can be said that tourists feel happy and memorable experience in the shell. This is supported by research conducted by Meeprom et al. [22, 46-49].

The results of the study show that the Destination Scenery variable has nostalgic value resonance. Destination Scenery has a positive and significant effect on the Nostalgic Value Resonance. This is supported by research conducted by Toana et al. [42, 43]. The results show that Destination Scenery has a significant effect on Nostalgic Value Resonance.

The results of the study show that the variable Nostalgic Value Resonance has on Destination Brand Engagement. Nostalgic Value Resonance has a positive and significant effect on the Destination Brand Engagement variable. This is supported by research conducted by Xu et al. [17] shows the results that Nostalgic Value Resonance has a positive effect on Destination Brand Engagement.

4. CONCLUSIONS

Based on the discussion's findings, it can be said that: Verifying that is a significant relationship between Recommend Intention and Destination Brand Engagement. Destination Brand Engagement has a favorable impact on the intention to return. Nostalgic Value Resonance is positively influenced by Destination Brand Self Congruence. Nostalgic Value Resonance hypothesis of Destination Scenery. The fifth hypothesis demonstrates that Nostalgic Value Resonance has a major impact on Destination Brand Engagement. Therefore, there is a considerable effect among all the theories, indicating that all of them are accepted. This study's limitations include the fact that it was restricted to the tourist hamlet of Keranggan. It is hoped that future research will take into account using a larger sample, as this will increase the likelihood that the results can be generalized. To see how the findings of further research will appear, it may be considered to conduct this research on destination brand engagement in other tourist villages.

REFERENCES

[1] Pereira, V., Gupta, J.J. Hussain, S. (2019). Impact of travel motivation on tourist's attitude toward destination: evidence of mediating effect of destination image. Journal of Hospitality & Tourism Research, 46(5). https://doi.org/10.1177/1096348019887528

[2] Pramezwary, A., Lemy, D.M., Juliana, Sitorus, N.B.,

Masatip, A., Dalimunthe, F.I., Liyushiana, Yanti, D. (2022). Sustainability gastronomy tourism in Medan city. International Journal of Sustainable Development and Planning, 17(3): 875-883. https://doi.org/10.18280/ijsdp.170317

[3] Pramono, R., Maleachi, S., Bernarto, I., Djakasaputra, A. (2021). Investigation purchase decision through brand trust, brand image. price. quality of product: A perspective service dominant logic theory. Kontigensi: Jurnal Ilmiah Manajemen, 9(1): 51-59. https://doi.org/10.56457/jimk.v9i1.95

[4] Huang, Z.J., Zhang, C.Z., Hu, J. (2017). Destination brand personality and destination brand attachment–the involvement of self-congruence. J. Travel Tour. Mark., 34(9): 1198-1210. https://doi.org/10.1080/10548408.2017.1330171

[5] Johar Sirgy, M., Johar, J.S., Samli, A.C., Claiborne, C.B. (1991). Self-congruity versus functional congruity: predictors of consumer behavior. Journal of the Academy of Marketing Science, 19(4): 363-375. https://doi.org/10.1007/ BF02726512

[6] Malär, L., Herzog, D., Krohmer, H., Hoyer, W.D., Kähr, A. (2018). The Janus face of ideal Self-Congruence: benefits for the Brand versus emotional distress for the consumer. Journal of the Association for Consumer Research, 3(2): 163-174.

[7] Malär, L., Krohmer, H., Hoyer, W.D., Nyffenegger, B. (2011). Emotional Brand attachment and Brand personality: The relative importance of the actual and the ideal self. Journal of Marketing, 75(4): 35-52. https://doi.org/10.1509/jmkg.75.4.35

[8] Bufquin, D., Back, R.M., Park, J.Y., Nutta, M. (2017). The effects of architectural congruence perceptions on winery visitors' emotions and behavioral intentions: The case of Marqués de Riscal. J. Destin. Mark. Manag., 9: 56-63. https://doi.org/10.1016/j.jdmm.2017.10.005

[9] Cui, R. (2015). A review of nostalgic marketing. Journal of Service Science and Management, 8(1): 125-131. https://doi.org/0.4236/JSSM.2015.81015

[10] Wen, T., Qin, T., Liu, R.R. (2019). The impact of nostalgic emotion on brand trust and brand attachment an empirical study from China. Asia Pacific Journal of Marketing and Logistics, 31(4): 1118-1137. https://doi.org/10.1108/APJML-09-2018-0390

[11] Sotelo-Duarte, M., Rajagopal. (2022). Experiencing time elapse phenomenon in nostalgia: Effect on consumption behavior in adulthood. Qualitative Research Journal, 22(4): 559-578. https://doi.org/10.1108/QRJ-03-2022-0052

[12] Pujiastuti, E.E. (2020). Novelty seeking to predict behavior intention in rural destination. Jurnal Bisnis dan Manajemen, 7(2): 61-73. https://doi.org/10.26905/jbm.v7i2.4067

[13] Lidya, C., Perbawasari, S., Hafiar, H. (2017). Destination Branding Ciamis regency by department of tourism and culture of west Java. Jurnal Komunikasi, 11(2): 107. https://doi.org/10.21107/ilkom.v11i2.3326

[14] Sihombing, S.O., Antonio, F. (2022). What drives memorable rural tourism experience: Evidence from indonesian travelers. Int. J. Sustain. Dev. Plan., 17(8): 2401-2411. https://doi.org/10.18280/ijsdp.170807

[15] Juliana, Pramezwary, A., Lemy, D.M., Teguh, F., Djakasaputra, A., Sianipar, R. (2022). Antecedents experiential commitment and consequences in willingness to post photo and behavioral intention toward the destination. International Journal of Design & Nature and Ecodynamics, 17(4): 547-556. https://doi.org/10.18280/ijdne.170408

[16] Juliana, J., Aditi, B., Nagoya, R., Wisnalmawati, W., Nurcholifah, I. (2022). Tourist visiting interests: The role of social media marketing and perceived value. Int. J. Data Netw. Sci., 6(2): 469-476. https://doi.org/10.5267/j.ijdns.2021.12.007

[17] Xu, F., Bai, Y., Li, S. (2020). Examining the antecedents of brand engagement of tourists based on the theory of value co-creation. Sustain., 12(5): 1-21. https://doi.org/10.3390/su12051958

[18] Imtiyaz, H., Soni, P., Yukongdi, V. (2021). Role of sensory appeal, nutritional quality, safety, and health determinants on convenience food choice in an academic environment. Foods, 10(2): 345. https://doi.org/10.3390/foods10020345

[19] Rajain, P. (2016). Sensory marketing aspects: Priming, expectations, crossmodal correspondences & more. Vikalpa J. Decis. Makers, 41(3): 264-266. https://doi.org/10.1177/0256090916652045

[20] Cornelis, E., Peter, P.C. (2017). The real campaign: The role of authenticity in the effectiveness of advertising disclaimers in digitally enhanced images. J. Bus. Res., 77: 102-112. https://doi.org/10.1016/j.jbusres.2017.03.018

[21] Xue, J., Zhang, W.J., Rasool, Z., Khan, M.A., Khan, A.I., Khan, A.A., Abbas, S.A. (2021). Purchasing intentions toward fast food: The mediating role of consumer attitudes toward fast food. J. Food Qual. https://doi.org/10.1155/2021/9931083

[22] Meeprom, S. (2021). Unpacking the role of self-congruence, attendee engagement and emotional attachment in cultural events. International Journal of Event and Festival Management, 12(4): 399-417. https://doi.org/10.1108/IJEFM-02-2021-0018

[23] Chen, R., Zhou, Z., Zhan, G., Zhou, N. (2020). The impact of destination brand authenticity and destination brand self-congruence on tourist loyalty: The mediating role of destination brand engagement. J. Destin. Mark. Manag., 15(3688): 100402. https://doi.org/10.1016/j.jdmm.2019.100402

[24] Islam, J.U., Rahman, Z., Hollebeek, L.D. (2018). Consumer engagement in online brand communities: A solicitation of congruity theory. Internet Res., 28(1): 23-45. https://doi.org/10.1108/IntR-09-2016-0279

[25] Ju, I., Kim, J., Chang, M.J., Bluck, S. (2016). Nostalgic marketing, perceived self-continuity, and consumer decisions. Manag. Decis., 54(8): 2063-2083. https://doi.org/10.1108/MD-11-2015-0501

[26] Ginting, N., Rahman, V.N., Nasution, A.D., Dewi, N.A. (2021). Geotourism development through the public facilities in Geotrail Bakkara, Toba Caldera Geopark. GeoJournal of Tourism and Geosites, 37(3): 914-920. https://doi.org/10.30892/GTG.37324-726

[27] Lien, C.H., Wen, M.J., Huang, L.C., Wu, K.L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. Asia Pacific Management Review, 20(4): 210-218. https://doi.org/10.1016/j.apmrv.2015.03.005

[28] Liu, M.W., Keh, H.T. (2015). Consumer delight and outrage: scale development and validation. Journal of Service Theory and Practice, 25(6): 680-699. https://doi.org/10.1108/JSTP-08-2014-0178

[29] Yeh, S.S., Chen, C., Liu, Y.C. (2012). Nostalgic Emotion, Experiential Value, Destination Image, and Place Attachment of Cultural Tourists. Chen, J.S. (Ed.) Advances in Hospitality and Leisure (Advances in Hospitality and Leisure), Emerald Group Publishing Limited, Bingley, 8: 167-187. https://doi.org/10.1108/S1745-3542(2012)0000008013

[30] Kumar, N., Panda, R.K., Adhikari, K. (2022). Tourists' engagement and willingness to pay behavior during COVID-19: an assessment of antecedents, consequences and intermediate relationships. Journal of Hospitality and Tourism Insights. https://doi.org/10.1108/JHTI-02-2022-0050

[31] So, K.K.F., King, C., Sparks, B.A., Wang, Y. (2016). The role of customer engagement in building consumer loyalty to tourism brands. Journal of Travel Research, 55: 64-78. https://doi.org/10.1177/0047287514541008

[32] Harrigan, P., Evers, U., Miles, M., Daly, T. (2017). Customer engagement with tourism social media brands. Tour. Manag., 59: 597-609. https://doi.org/10.1016/j.tourman.2016.09.015

[33] Chen, H., Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. Tourism Management Perspectives, 26: 153-163. https://doi.org/10.1016/j.tmp.2017.10.006

[34] Salehzadeh, R., Pool, J.K., Soleimani, S. (2016). Brand personality, brand equity and revisit intention: An empirical study of a tourist destination in Iran. Tourism Review, 71(3): 205-218. https://doi.org/10.1108/TR-02-2016-0005

[35] Ballester, E., Ruiz-maf, C., Rubio, N. (2022). Females' customer engagement with eco-friendly restaurants in Instagram: The role of past visits. International Journal of Contemporary Hospitality Management. https://doi.org/10.1108/IJCHM-02-2022-0178

[36] Rather, R.A. (2022). COVID-19-based threat vs coping appraisal: effect of psychological risk on customer engagement and behavioral intentions. Journal of Hospitality and Tourism Insights. https://doi.org/10.1108/JHTI-01-2022-0010

[37] Stojanovic, I., Andreu, L., Curras-perez, R. (2022). Social media communication and destination brand equity. Journal of Hospitality and Tourism Technology, 13(4): 650-666. https://doi.org/10.1108/JHTT-11-2020-0302

[38] Prayag, G., Hosany, S., Muskat, B., Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. Journal of Travel Research, 56(1): 41-54. https://doi.org/10.1177/0047287515620567

[39] Sharma, P., Nayak, J. (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. Tourism Management Perspectives, 28: 41-52. https://doi.org/10.1016/j.tmp.2018.07.004

[40] Cham, T., Ting, H., Memon, M.A. (2022). Will destination image drive the intention to revisit and recommend? Empirical evidence from golf tourism. International Journal of Sports Marketing and Sponsorship, 23(2): 385-409. https://doi.org/10.1108/IJSMS-02-2021-0040

[41] Ratnasari, R.T., Gunawan, S., Mawardi, I., Kirana, K.C. (2021). Emotional experience on behavioral intention for halal tourism. Journal of Islamic Marketing, 12(4): 864-881. https://doi.org/10.1108/JIMA-12-2019-0256

[42] Toana, R.D.A. (2022). The role of tourists' emotional experiences in recommending tourist attractions: A case study of tourist satisfaction on Onrust island. J. ABIWARA, 3(2): 177-185.

[43] Febinanda, D.T., Pasla, P., Asepta, U.Y. (2018). The effect of destination image, amenities and prices on tourists' satisfaction: A study of visitors of Jatim Park 1, Batu. Journal of Socioeconomics and Development, 1(2): 106. https://doi.org/10.31328/jsed.v1i2.739

[44] Chen, K.H., Huang, L., Ye, Y. (2022). Research on the relationship between wellness tourism experiencescape and revisit intention: A chain mediation model. International Journal of Contemporary Hospitality Management, 35(3): 893-918. https://doi.org/10.1108/IJCHM-01-2022-0050

[45] Rahman, M.S., Bag, S., Hassan, H., Hossain, M.A., Singh, R.K. (2022). Destination brand equity and tourist's revisit intention towards health tourism: an empirical study. Benchmarking: An International Journal, 29(4): 1306-1331. https://doi.org/10.1108/BIJ-03-2021-0173

[46] Yang, J., Jiang, M. (2021). Demystifying congruence e ff ects in Instagram in-feed native ads: the role of media-based and self-based congruence. Journal of Research in Interactive Marketing, 15(4): 685-708. https://doi.org/10.1108/JRIM-03-2020-0048

[47] Sotelo-Duarte, M. (2022). Collecting nostalgic pieces of plastic: the journey of toy collectors and the e ff ects of nostalgia. Qualitative Market Research, 25(2): 319-336. https://doi.org/10.1108/QMR-07-2021-0090

[48] Tan, T.M. (2018). The role of temporal focus and self-congruence on consumer preference and willingness to pay A new scrutiny in branding strategy. European Journal of Marketing, 53(1): 37-62. https://doi.org/10.1108/EJM-04-2017-0303

[49] Wallace, E., Buil, I., de Chernatony, L. (2017). Consumers' self-congruence with a 'Liked' brand: Cognitive network influence and brand outcomes. European Journal of Marketing, 51(2): 367-390. https://doi.org/10.1108/EJM-07-2015-0442

[50] Willems, K. (2019). The impact of representation media on customer engagement in tourism marketing among millennials. European Journal of Marketing, 53(9): 1988-2017. https://doi.org/10.1108/EJM-10-2017-0793

[51] Li, Y., Lu, C., Bogicevic, V., Bujisic, M. (2019). The effect of nostalgia on hotel brand attachment. International Journal of Contemporary Hospitality Management, 31(2): 691-717. https://doi.org/10.1108/IJCHM-12-2017-0797

[52] Hosany, S., Prayag, G., Van Der Veen, R., Huang, S., Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. J. Travel Res., 56(8): 1079-1093. https://doi.org/10.1177/0047287516678088

[53] Natasia, N., Tunjungsari, H.K. (2021). Country image, destination image, self-congruity, and revisit intention to Singapore: The mediating role of memorable tourism experience. Proc. Int. Conf. Econ. Business, Soc. Humanit. (ICEBSH 2021), 570: 1450-1455. https://doi.org/10.2991/assehr.k.210805.228

[54] Reid, C.A., Green, J.D., Wildschut, T., Sedikides, C. (2015). Scent-evoked nostalgia. Memory, 23(2): 157-166. https://doi.org/10.1080/09658211.2013.876048

[55] Sekaran, U., Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. Uma Sekaran and Roger Bougie.

[56] Hair, S.M.J., Hult, G.T.M., Ringle, C. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Los Angeles: SAGE Publications, Incorporated.

[57] Kumar, V. (2016). Examining the role of destination personality and self-congruity in predicting tourist behavior. Tourism Management Perspectives, 20: 217-227. https://doi.org/10.1016/j.tmp.2016.09.006

[58] Japutra, A., Ekinci, Y., Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. J. Bus. Res., 99: 456-463. https://doi.org/10.1016/j.jbusres.2017.08.024

[59] Chen, N., Funk, D.C. (2010). Exploring destination image, experience and revisit intention: A comparison of sport and non-sport tourist perceptions. Journal of Sport Tourism, 15(3): 239-259. https://doi.org/10.1080/14775085.2010.513148

[60] Uner, M.M. (2022). Does a highly standardized international advertising campaign contribute to the enhancement of destination image? Evidence from Turkey. https://doi.org/10.1108/JHTI-04-2022-0141

[61] Hepper, E.G., Wildschut, T., Sedikides, C., Robertson, S., Routledge, C.D. (2021). Time capsule: Nostalgia shields psychological wellbeing from limited time horizons. Emotion, 21(3): 644-664. https://doi.org/10.1037/emo0000728

[62] Aini, N., Ferdinand, A. (2021). Self-congruence theory: Factors affecting brand loyalty in fast-moving consumer goods industry. Jurnal Inovasi Ekonomi, 7(1): 1-12. https://doi.org/10.22219/jiko.v7i01.18111

[63] Hair, J.F., Risher, J.J., Sarstedt, M., Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1): 2-24. http://dx.doi.org/10.1108/EBR-11-2018-0203