

DOI: <https://doi.org/10.63332/joph.v5i5.1533>

The Impact of Digital Marketing and Brand Image on Revisit Intention in Cultural Tourism Villages: A Study in Bandung, Indonesia

Rr. Adi Hendraningrum¹, Umi Narimawati², Dewi Indriani Jusuf³, Dede Kuswandi⁴, Dadang Suratman⁵, Sani Suhardiman⁶

Abstract

The purpose of this study is to examine how customer experience, pushing and pulling tactics, and digital marketing affect brand perception and interest in repeat visits in the culturally-based tourist communities surrounding Bandung. In this work, quantitative methodologies with verifiable and descriptive designs were employed, along with structural equation modelling (SEM) for data analysis. 400 respondents who had been to tourist villages were given a questionnaire to complete in order to gather data. The analysis's findings demonstrate that driving and pulling tactics, as well as digital marketing, significantly improve brand perception.. In addition, a good customer experience also contributes to improved brand image and revisit interest. The average score for digital marketing and the driving and attracting strategies is in the "pretty good" category, although there are several indicators that need to be improved, such as the quality of digital content and responsiveness to visitor questions. The conclusion of this study confirms that tourism village managers need to optimize digital marketing strategies and improve customer experience to attract more tourists and encourage repeat visits. Thus, tourism villages can contribute more to the growth of the culture-based tourism sector in Indonesia.

Keywords: Digital Marketing, Push and Pull Strategies, Customer Experience, Brand Image, Cultural Tourism, Revisit Interest.

Introduction

The tourism sector is inherently dynamic, facing numerous challenges, particularly in the wake of the Covid-19 pandemic (Primananda et al., 2022). This global health crisis resulted in a staggering 65% drop in international tourist arrivals during the first half of 2020, leading to potential losses of \$460 billion, significantly surpassing the impacts of the 2009 global crisis. The pandemic's effects have underscored the need for tailored strategies, as each destination is influenced by a unique combination of factors, making a one-size-fits-all approach ineffective. In Indonesia, tourism plays a vital role in the national economy, contributing approximately 6% to the country's GDP (Ferdian et al., 2024). The sector has been a significant source of foreign exchange, job creation, and local economic development. Prior to the pandemic, Indonesia welcomed over 16 million international tourists in 2019. Despite the pandemic's severe impact, recovery efforts have led to a resurgence in tourism, characterized by the phenomenon of "revenge tourism," which has revitalized the sector. The National Tourism Strategic Plan 2020-

¹ Universitas Pasundan, Email: adi.219010037@mail.unpas.ac.id

² Universitas Komputer, umiarie@gmail.unikom.ac.id

³ Internasional Women University, Email: dewijusuf@iwu.ac.id

⁴ Politeknik Pariwisata NHI Bandung, Email: ded@poltekpar-nhi.ac.id

⁵ Politeknik Pariwisata NHI Bandung, Email: dag@poltekpar-nhi.ac.id

⁶ Universitas Buana Perjuangan Karawang, Email: sani.suhardiman@ubpkarawang.ac.id



2024, established by the Ministry of Tourism and Creative Economy (Kemenparekraf), aims to enhance the contribution of tourism and the creative economy to national economic resilience. This plan emphasizes quality tourism experiences and the growth of the creative economy, supported by five strategic pillars: tourism destination development, marketing, industry, human resources, and creativity (Komariah et al., 2020).

However, tourism is not without its problems. The success of marketing campaigns and the general perception of a place are important factors in drawing tourists (Gaol & Ichsan, 2022). Based on the research by (Hadian et al., 2025) stated that the Government, private sector, and local communities must work together to improve business procedures, improve service quality, and adopt sustainable tourism practices (Haryanto & Sultoni, 2024). Marketing plays a crucial role in rekindling tourists' interest and encouraging revisit intentions. Research indicates a positive and significant relationship between brand image and revisit intention, highlighting the importance of brand perception in the digital age (Febriyantor, 2020). As such, understanding the relevance of brand image in marketing strategies is essential for destinations aiming to attract repeat visitors.

Meanwhile, the rise of digital marketing has transformed how destinations engage with potential tourists. Studies have shown that technological innovations in the tourism sector significantly impact social networks, consumer preferences, and identity formation (Aditi, 2024). Digital marketing strategies, including Search Engine Optimization (SEO) and Search Engine Marketing (SEM), are increasingly vital for reaching and engaging tourists (Thamrin et al., 2023). The influence of digital marketing on shaping perceptions of tourism destinations is crucial for fostering revisit intentions (Anggraeni et al., 2020). The rapid advancement of information and communication technology, particularly Web 2.0, has revolutionized the tourism industry, enabling greater interaction and engagement with potential visitors. This technological evolution is particularly relevant for tourism villages, which can leverage digital marketing to enhance their appeal (Munir et al., 2023).

The post-COVID-19 landscape has shifted tourist preferences towards niche sectors, such as tourism villages that offer authentic and sustainable experiences (Nomnian et al., 2020). These villages provide unique opportunities for tourists to engage with local culture and rural life. The development of tourism villages is closely linked to various factors, including attractions, marketing, infrastructure, and hospitality services. In light of these developments, tourism villages need to optimize their marketing strategies to attract domestic tourists (Utama et al., 2024). The increasing reliance on digital marketing presents an opportunity for these destinations to enhance their visibility and appeal. Understanding the interplay between digital marketing and revisit intentions will be critical for the sustainable growth of tourism in these areas (Imron et al., 2024).

Research Questions

1. How does digital marketing influence the brand image and revisit intentions of tourists visiting tourism villages in Indonesia?
2. What strategies can tourism villages implement to effectively leverage digital marketing in enhancing tourist engagement and promoting sustainable tourism practices?

Based on the background above, this research aims to explore the relationship between digital marketing, brand image, and revisit intentions in the context of Indonesian tourism villages. This study aims to provide insights into effective marketing strategies that can enhance tourist engagement and promote sustainable practices. The research novelty focuses on the intersection of digital marketing and niche tourism, particularly in the post-pandemic context, offering valuable contributions to both academic literature and practical applications in the tourism sector.

Literature Review

Digital marketing has become one of the key tools in the tourism industry, especially in the context of tourist villages (Pratiwi et al., 2024). With the increasing use of the internet and social media, tourist destinations can now reach a wider audience and build a strong brand image. Research shows that effective digital marketing can increase brand awareness and attract repeat visitors. Brand image is an important element in attracting tourists. (Suparno et al., 2023) define brand image as a consumer's impression of a brand that is shaped by engagement, communication, and experience. When it comes to a tourist village, a favourable brand image can boost visitors' trust and desire to return (Nugraha et al., 2024). Through captivating narratives and visual content, digital marketing enables tourist villages to highlight their distinctiveness and allure. Research by (Purusottama, 2023) shows that engaging content on social media can increase user engagement and create an emotional connection with brands.

In addition, digital marketing strategies such as Search Engine Optimization (SEO) and paid advertising can increase the visibility of tourist villages in search engines. According to research by (Wijaya et al., 2024) stated that a good search engine optimization can increase the number of website visitors, which has the potential to increase the interest in repeat visits. Social media also plays an important role in shaping brand image. Research by (Kusumawati et al., 2024) shows that interactions on social media can create a community around brands, which in turn can increase loyalty and interest in repeat visits. Tourist villages that are active on social media tend to have more loyal visitors (Adha et al., 2024). A positive user experience on digital platforms can improve brand image. According to research by Lemon and Verhoef (2016), a good customer experience across all digital touchpoints can increase satisfaction and repeat interest in visits. Therefore, it is important for tourist villages to ensure an enjoyable digital experience for visitors.

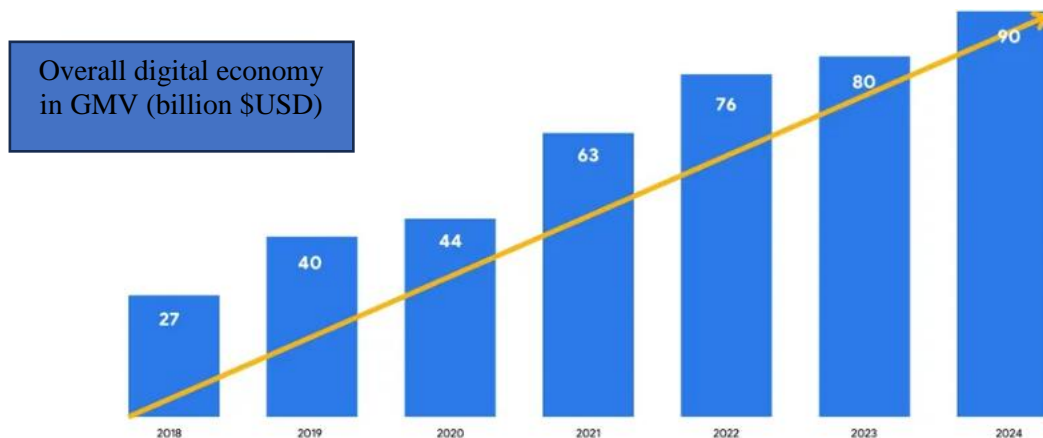
Meanwhile, research by (Wisnujati et al., 2024) show that online reviews and testimonials have a significant impact on brand image. Positive reviews can increase the appeal of a tourist village, while negative reviews can damage the brand's image. Therefore, online reputation management is key in digital marketing. In the context of tourist villages, digital marketing can also be used to promote local events and activities. Research by (Siswadi et al., 2023) shows that event promotion through digital channels can attract the attention of tourists and increase interest in repeat visits. In addition, digital marketing can help tourism villages understand the preferences and behaviors of tourists. By using web analytics, travel villages can collect data about visitors and adjust their marketing strategies to better meet the needs of their audience (Adam et al., 2023).

Digital marketing also allows tourism villages to collaborate with influencers and travel bloggers. According to (Monacho & Slamet, 2023) Collaborations with influencers can increase brand credibility and attract the attention of a wider audience, which has the potential to increase interest in repeat visits (Handriana & Ambara, 2016). Overall, digital marketing has a significant

influence on brand image and interest in tourist village repeat visits. By leveraging various digital tools and strategies, tourism villages can build a strong brand image and attract more visitors. More research is needed to explore these relationships in more depth and identify best practices in digital marketing for tourist villages.

Digital Marketing and Brand Image Trends in Tourism Villages in Indonesia

In recent years, digital marketing in Indonesia has undergone a significant shift towards social media platforms as the primary channel for brand engagement (Febriyantoro, 2020). With a large young population and high smartphone penetration, brands are increasingly leveraging platforms like Instagram, TikTok, and Facebook to connect with consumers (Omeish et al., 2025). This trend is driven by the need for brands to create content that is authentic and acceptable to local audiences, which in turn builds a sense of community and loyalty. In addition, the rise of local brands is also very striking, as consumers show a growing preference for domestic products. This trend is often linked to the #LocalPride movement, which drives support for Indonesian brands (Sejati et al., 2023). Influencers play an important role in this landscape, as they help reinforce brand messages and create more personalized relationships with potential customers. Brands that successfully collaborate with local influencers can increase their visibility and credibility in the market.



Graphic 1. Indonesia's Digital Economy Trends 2018-2024 (Source, Economy Sea, 2024)

With major e-commerce platforms continuing to innovate and add new features such as video commerce to enhance the customer shopping experience, e-commerce, which is still the largest contributor to the digital economy, will increase by 11% to a GMV of \$65 billion by 2024. With a CAGR of 16% from 2022–2024, Indonesia is the second fastest-growing market in terms of the number of videos uploaded by creators.

Another significant trend is the increasing importance of data analytics in shaping marketing strategies. Brands are now leveraging data to better understand consumer behavior and preferences, allowing for more targeted and personalized marketing efforts (Wahyu et al., 2023). This data-driven approach not only helps in optimizing marketing campaigns but also improves the overall customer experience, which is critical to building a positive brand image. Furthermore, sustainability and social responsibility are increasingly becoming an integral part of brand identity in Indonesia (Siswanto & Dolah, 2023). Brands are beginning to incorporate eco-friendly initiatives into their marketing strategies because consumers are becoming more

conscious of environmental issues and are more inclined to support companies that show a commitment to sustainable practices. This is in line with the values of contemporary Indonesian consumers and helps to create a positive brand image (Komari, 2023).

Methodology

Research Design

The writers employed a quantitative approach in this research, which is defined as a research method that works with numbers and data in numerical form, analyzed using statistical methods to test hypotheses or answer specific research questions. The research is descriptive and verificative, aiming to describe the characteristics of the variables involved and to verify the relationships between them. The analysis will utilize Structural Equation Modeling (SEM) with Lisrel 8.8 software, which is suitable for multivariate analysis involving latent variables.

Population and Sample

The population for this study consists of individuals who have visited cultural tourism villages in the Bandung Raya area. The sample will be determined using cluster random sampling, with a total sample size of 400 respondents calculated using Slovin's formula. The sample will be proportionally distributed across different locations, including the City of Bandung, Bandung Regency, and West Bandung Regency, ensuring representation from each area. The characteristics of the respondents showed that the majority were male (55.75%) and aged between 31-40 years (43.25%). Most of the respondents had a bachelor's degree of education (52.75%). This data shows that visitors to tourist villages in Bandung are dominated by individuals of productive age with good educational backgrounds.

Research Instrument

The research will utilize a structured questionnaire as the primary instrument for data collection. The questionnaire will consist of closed-ended questions using a Likert scale to measure respondents' attitudes, opinions, and perceptions regarding digital marketing, push and pull strategies, customer experience, brand image, and revisit intention. The validity and reliability of the instrument will be tested to ensure the quality of the data collected.

Data Collection Technique

Data will be collected through both primary and secondary sources. Primary data will be gathered through field research, including surveys and interviews with respondents who have experienced cultural tourism in the Bandung Raya area. Secondary data will be obtained from literature, journals, and relevant documentation to support the primary data findings. The data collection process will involve a systematic approach to ensure comprehensive and accurate information.

Data Analysis Technique

The data analysis will involve both descriptive and verificative analyses. Descriptive analysis will be used to summarize and describe the characteristics of the variables, while verificative analysis will test the hypotheses using SEM. The analysis will include validity and reliability tests, normality tests, and the application of SEM to examine the relationships between the independent and dependent variables. The results will be interpreted to draw conclusions and provide recommendations based on the findings.

Result and Discussion

Testing Research Instruments

Testing for validity and reliability is done to make sure the research tools are of high quality. According to the findings of the validity test, all of the variables—Digital Marketing, Push & Pull Strategy, Customer Experience, Brand Image, and Repeat Visit Interest—were deemed legitimate since their r-count values exceeded the r-critical value of 0.300. According to the reliability test, every variable has a Cronbach's Alpha value of more than 0.700, indicating the validity of the research tool.

Normality Test Result

To ascertain whether the data distribution is normal, the normality test is used. The comparison between the owned data and the normally distributed data, which has the same mean and standard deviation, shows if it is normal or not. The Kolmogorov-Smirnov one sample formula, whose computation was aided by SPSS 27.0 for Windows software, was used to perform the normality test. The data is considered to be regularly distributed if the significance level is > 0.05 . To decide which statistical analysis methods will be applied to test research hypotheses, normality tests are also required. According to the data computation results, all variables have a normal distribution with a p-value > 0.05 , as shown in the table below:

Influence of Digital Marketing, Push & Pull Strategy

Customer Experience Against Brand Image

According to the following hypothesis, Structural Model 1 shows how Digital Marketing, Push & Pull Strategy, and Customer Experience Contrary to Brand Image: that customer experience and digital marketing push and pull strategies have a partial or simultaneous impact on brand image. According to the hypothesis put forward, the following outcomes were attained based on the Lisrel program's data processing findings for structural model 1::

$$Y = 0.3372X_1 + 0.2907X_2 + 0.3217X_3, \text{Error var.} = 0.2662, R^2 = 0.7338$$

(0.05809) (0.05436) (0.06240) (0.03626)

5.8052 5.3479 5.1553 6.6337

A path coefficient of 0.2907 indicates that Push & Pull Strategy has a positive influence on the Brand Image variable, while a path coefficient of 0.3217 indicates that Customer Experience has a positive influence. These factors can be explained by the equation above.

According to the coefficient of the X_1 to Y path of 0.3372, Brand Image will rise by 0.3372 units if Digital Marketing increases, or Digital Marketing helps to raise Brand Image by 0.3372 units.

The X_2 to Y path's coefficient of 0.2907 indicates that either the Push & Pull Strategy itself causes the Brand Image to rise by 0.2907 units or the Brand Image will rise by 0.2907 units if the Push & Pull Strategy grows. According to the line coefficient X_3 to Y of 0.3217, either the Customer Experience raises the Brand Image by 0.3217 units or the Customer Experience increases the Brand Image by 0.3217 units due to the Customer Experience. As a result, the suggested conceptual hypothesis has been validated by testing. The following is a complete description of the structural model for substructure:

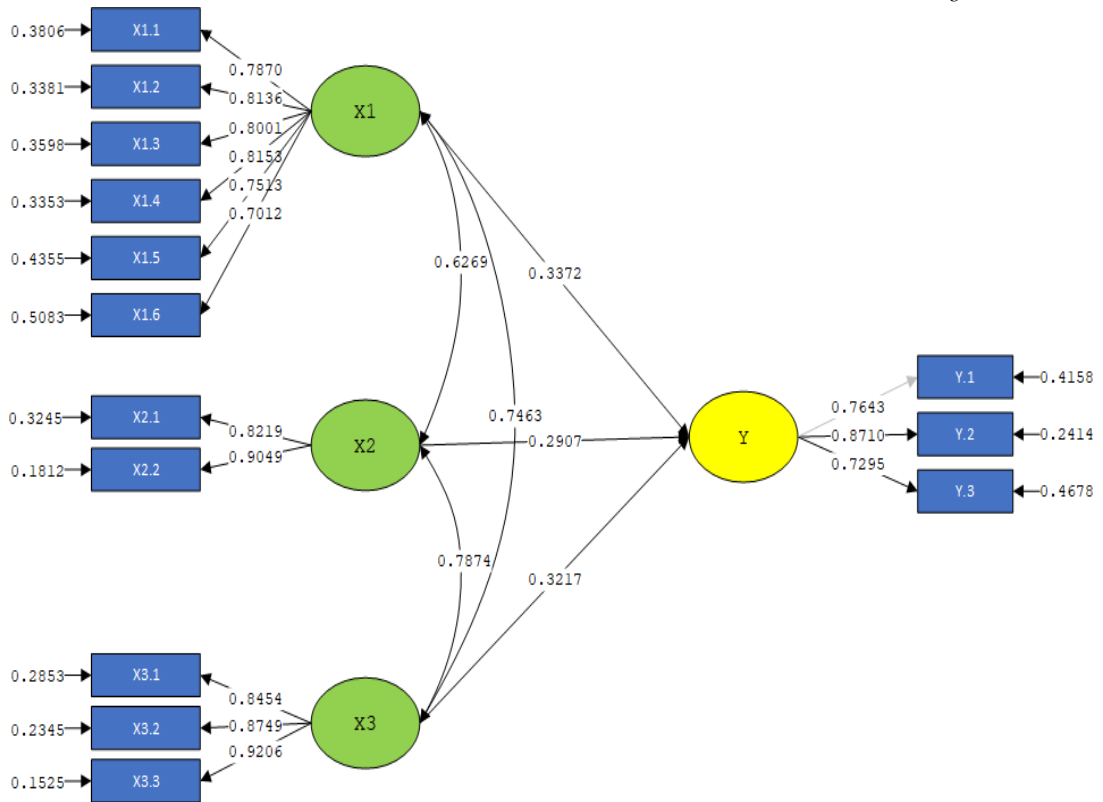


Figure 1. Digital Marketing Path Coefficients , Push & Pull Strategy and Customer Experience on Brand Image Source: Lisrel data processing results (2025)

The findings of the computation demonstrate that digital marketing, push and pull strategy, and customer experience all have a partial and simultaneous impact on the brand image variable. Digital marketing, push and pull strategy, and customer experience all have a significant direct and indirect impact on brand image, as indicated by the correlation value and path coefficient derived from the computation results with LISREL 8.80:

	Path Coefficients	Direct Influence	Influence Through				Total
			Digital Marketing	Push & Pull Strategy	Customer Experience	Indirect Total	
Digital Marketing	0,3372	11,37%		6,15%	8,10%	14,24 %	25,61 %
Push & Pull Strategy	0,2907	8,45%	6,15%		7,36%	13,51 %	21,96 %

Customer Experience	0,3217	10,35%	8,10%	7,36%		15,46%	25,81%
Total		30,17%	14,24%	13,51%	15,46%	43,21%	73,38%

Table 1. Direct and Indirect Influence of Digital Marketing Variables , Push & Pull Strategy and Customer Experience on Brand Image

Source: Data processing results (2025)

Both direct and indirect impacts have an impact on brand image, according to the above data. Digital marketing has a direct influence of 11.37%, while push and pull strategy and customer experience have indirect influences of 6.15% and 8.10%, respectively. The Push & Pull Strategy variable has an 8.45% direct impact on Brand Image, whereas Digital Marketing and Customer Experience have an indirect impact of 6.15% and 7.36%, respectively. Customer experience has a 10.35% direct impact on brand image, whereas push and pull strategy and digital marketing have an 8.10% and 7.36% indirect impact, respectively.

The calculation's findings indicate that, with a total influence of 25.81% on Brand Image, the Customer Experience variable has the biggest partial total influence. A positive customer experience must be provided in order for conclusions to be made about how to enhance the brand image. However, the other factors that this study examined and which have a significant impact on brand image are digital marketing and push and pull strategy, which have a combined partial influence of 25.61% and 21.96%, respectively.

Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Pemasaran Digital	Push & Pull Strategy	Pengalaman Pelanggan	Citra Merek	Minat Kunjung Ulang
N		400	400	400	400	400
Normal Parameters ^{a,b}	Mean	70.2025	48.7975	50.2775	50.1500	50.4075
	Std. Deviation	9.57212	8.12351	9.38300	8.97909	8.05566
Most Extreme Differences	Absolute	.071	.137	.081	.076	.091
	Positive	.071	.137	.065	.046	.079
	Negative	-.046	-.115	-.081	-.076	-.091
Test Statistic		.071	.137	.081	.076	.091
Asymp. Sig. (2-tailed) ^c		.175	.066	.131	.171	.103

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 2. Kolmogorov-Smirnov Test

Table 2 above displays the results of the normality test, which indicates that the multivariate model satisfies the assumption of normalcy when the probability value is Asymp. For every

variable, the derived Sig (2-tailed) is higher than the significance level (0.05). As a result, it could be assumed that the data that has to be processed is normally distributed.

Simultaneous Hypothesis Testing

The simultaneous influence of Digital Marketing, Push & Pull Strategy and Customer Experience variables on Brand Image uses the following statistical hypothesis:

H0 : $\xi Y_{x1} = \xi Y_{x2} = \xi Y_{x3} = 0$ There is no significant influence of Digital Marketing, Push & Pull Strategy and Customer Experience on Brand Image

Ha : $\xi Y_{x1} \neq \xi Y_{x2} \neq \xi Y_{x3} \neq 0$ There is a significant influence of Digital Marketing, Push & Pull Strategy and Customer Experience on Brand Image

With test criteria: Minus H0 if $F_{cal} > F_{table}$

To test the hypothesis, calculations are carried out using the following formula:

$$F = \frac{(n - k - 1)R_{yxk}^2}{k(1 - R_{yxk}^2)}$$

$$F = \frac{(400 - 1)0,7338}{3(1 - 0,7338)} = 363,8479$$

Based on the calculation, the F_{cal} value was obtained as 363.8479, where the rejection criterion H0 if F_{cal} is greater than F_{table} or $F_0 > F_{table}$, with free degrees $df_1 = 3 - 1 = 2$ and $df_2 = 400 - 3 - 1$ and a confidence level of 95%, then from the distribution table F the F_{table} value for $F_{0.05, 3, 400} = 3.0185$ is obtained. Since 363.8479 is greater than 3.0185, H0 is rejected, meaning that it can be concluded that there is a simultaneous relationship between Digital Marketing, Push & Pull Strategy and Customer Experience on Brand Image, or it can be interpreted that there is a co-existence between Digital Marketing, Push & Pull Strategy and Customer Experience on Brand Image.

The Influence of Brand Image on Repeat Visit Interest

Structural model 2 describes the relationship between Brand Image and Revisit Interest, which is stated in the following hypothesis: *That Brand Image Affects Revisit Interest*. Based on the results of data processing of the Lisrel program for structural model 2, by the hypothesis proposed, the following results were obtained:

Z = 0.9086*Y, Errorvar.= 0.1744 , R² = 0.8256

(0.05601) (0.03682)

16.2215 6.6481

With a path coefficient of 0.9086, the above equation explains how the Brand Image variable positively influences the Revisit Interest variable. This means that if the Brand Image increases, the Repeat Visit Interest will also increase by the path's coefficient of 0.9086, or each increase in the Brand Image will result in a 0.9086 unit increase in Repeat Visit Interest.

Thus the conceptual hypothesis given has been tested and is acceptable. The following is a complete description of the structural model for substructure 2.

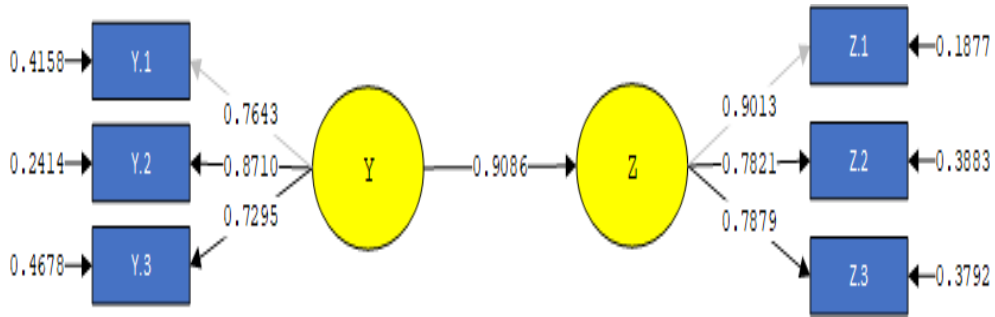


Figure 2. Coefficient of Brand Image Path to Repeat Visit Interest

According to Figure 2's computation results, Brand Image has an impact on the Variable of Interest in Repeat Visits. According to the correlation value and path coefficient derived from the computation results using Lisrel 8.80, the following represents the extent to which Brand Image influences Repeat Visit Interest:

Brand Image Against Repeat Visit Interest	
Path Coefficients	0,9086
R2 (Terminated Coefficient)	0,8256
Error (Epsilon)	0,1744

Table 3. The Influence of Brand Image Variables on Repeat Visit Interest

Source: Data processing results (2025)

Based on the table 3 above, the influence of the Brand Image variable is 0.8256 or 82.56%, while other influences outside the variables that are not studied in the model are 0.1744 or 17.44%. The results of the calculation of the total influence of the Brand Image variable with the total influence on Repeat Visit Interest are included in the strong category.

N o	Diment ion	Indicator	5	4	3	2	1	avera ge	category
1	Push Strategy	Promotion frequency	34	71	235	53	7	3,180	Pretty Good
2			27	81	227	61	4	3,165	Pretty Good
3		Promotional Reach	24	83	255	29	9	3,210	Pretty Good
4			36	63	246	40	1 5	3,163	Pretty Good
5		Message quality	13	90	256	29	1 2	3,158	Pretty Good
6		Promotional relevance	22	107	220	43	8	3,230	Pretty Good
7		Visual Exposure Level	32	106	216	43	3	3,303	Pretty Good

N o	Diment ion	Indicator	5	4	3	2	1	avera ge	category
Total Dimension Push Strategy			188	601	1655	298	58	3,201	Pretty Good
8	Pull Strategy	Rata-rata Number of comments, likes, and shares per post	30	104	205	52	9	3,235	Pretty Good
9			34	140	167	53	6	3,358	Pretty Good
10		Responses to questions	24	116	197	53	10	3,228	Pretty Good
11		Conversion level	29	134	168	63	6	3,293	Pretty Good
12			19	128	197	51	5	3,263	Pretty Good
13			27	155	167	45	6	3,380	Pretty Good
14		Engagement Ratio to Number of Followers	23	156	157	52	12	3,315	Pretty Good
15			22	145	180	45	8	3,320	Pretty Good
Total Dimensi Pull Strategy			208	1078	1438	414	62	3,299	Quite Good
Total Score Push & Pull Strategy			19.519						
Average			3,253						
Deviation standard			0,316						
Range			2,937 s/d 3,569						
Categori			Good Enough to Good						

Table 4. Recapitulation of Respondents' Answers Regarding Push & Pull Strategy

Source: Data Processing Results (2025)

Based on table 4 above, it can be explained as follows, the Push Strategy dimension with 7 question items is stated to be quite good, this indicates that the Push & Pull Strategy seen in terms of Push Strategy is in quite good condition because based on the Push Strategy dimension, Tourism Villages around the city of Bandung already have a fairly good Push & Pull Strategy. The lowest value of this dimension is the "Message Quality" indicator, so that to improve the Push Strategy dimension, Tourism Villages around the city of Bandung must be able to improve the quality of messages in the advertisements delivered.

The dimension of the Pull Strategy with 8 question items is stated to be quite good, this indicates that the Push & Pull Strategy seen in terms of Pull Strategy is in quite good condition because based on the dimension of the Pull Strategy, Tourism Villages around the city of Bandung already have a fairly good Push & Pull Strategy. The lowest value of this dimension is in the indicator "Response to Questions", so that to increase the dimension of Pull Strategy, Tourism Villages around the city of Bandung must be able to increase the speed and interaction of responses to questions.

The recapitulation of the respondents' answers regarding the Push & Pull Strategy variable has an average of 3.253 and the standard deviation of 0.316 is stated in the Category of Quite Good, this indicates that the Push & Pull Strategy in Tourism Villages around the city of Bandung can be said to be quite good, although it still needs to be evaluated continuously to improve the Push & Pull Strategy variable. Thus, it can be concluded that based on the respondents' responses, the Push & Pull Strategy falls into the category of "Quite Good".

Respondents' Responses Regarding Brand Image

Brand Image is measured by 15 question items divided into 3 dimensions, namely Brand Excellence, Brand Strength and Brand Uniqueness. The following is a recapitulation of respondents' responses from 15 question items asked to measure Brand Image.

N o	Dimensio n	Indicator	5	4	3	2	1	Average	Categori
1	Brand advantages	<i>Unaided Brand Awareness</i>	44	10 9	189	49	9	3,325	Pretty Good
2		<i>Aided Brand Awareness</i>	39	12 2	134	95	1 0	3,213	Pretty Good
3		<i>Top-of-Mind Awareness</i>	45	87	194	64	1 0	3,233	Pretty Good
4		<i>Brand Recall</i>	32	12 7	181	49	1 1	3,300	Pretty Good
Total Dimensions Brand Excellence			16 0	44 5	698	25 7	4 0	3,268	Pretty Good
5	Brand Strength	Quality Perception	44	14 2	150	50	1 4	3,380	Pretty Good
6		Brand Image	39	13 4	168	44	1 5	3,345	Pretty Good
7		Conformity of Brand Values	39	14 8	156	46	1 1	3,395	Pretty Good
8		Brand Associations	37	14 8	161	40	1 4	3,385	Pretty Good
9		Customer Satisfaction	50	12 5	176	30	1 9	3,393	Pretty Good
Total Dimensions of Brand Strength			20 9	69 7	811	21 0	7 3	3,380	Pretty Good
10	Brand Uniquenes s	Branding Suitability	38	14 6	159	47	1 0	3,388	Pretty Good
11		Branding Consistency	41	14 1	155	53	1 0	3,375	Pretty Good
12			21	12 9	186	58	6	3,253	Pretty Good
13			Compatibilit y with	31	14 2	193	23	1 1	3,398

No	Dimension	Indicator	5	4	3	2	1	Average	Categori
		Market Segmentation							
14		Compatibility with the Target Market	34	154	153	49	10	3,383	Pretty Good
15		Conformity with Consumer Behavior	35	148	168	35	14	3,388	Pretty Good
Total Dimensions of Brand Uniqueness			200	860	1014	265	61	3,364	Pretty Good
Total Brand Image Score			20.060						
Average			3,343						
Standard Deviation			0,298						
Range			3,045 s/d 3,641						
Categori			Good Enough to Good						

Table 5. Recapitulation of Respondents' Answers Regarding Brand Image

Source: Data Processing Results (2025)

Based on table 5 above, it can be explained as follows, the dimension of brand excellence with 4 question items is stated quite well, this indicates that the Brand Image seen in terms of Brand Excellence is in quite good condition because based on the dimension of Brand Excellence, Tourism Villages around the city of Bandung already have a fairly good Brand Image. The lowest value of this dimension is on the "Aided Brand Awareness" indicator, so to increase the dimension of brand excellence, Tourism Villages around the city of Bandung must be able to improve marketing strategies to encourage *brand awareness*.

The Brand Strength dimension with 5 question items is stated to be quite good, this indicates that the Brand Image seen in terms of Brand Strength is in quite good condition because based on the Brand Strength dimension, Tourism Villages around the city of Bandung already have a fairly good Brand Image. The lowest value of this dimension is on the "Brand Image" indicator, so that to increase the dimension of Brand Strength, Tourism Villages around the city of Bandung must be able to improve their brand image by instilling a strong identity.

The Dimension of Brand Uniqueness with 5 question items is stated to be quite good, this indicates that the Brand Image seen in terms of Brand Uniqueness is in quite good condition because based on the dimension of Brand Uniqueness, Tourism Villages around the city of Bandung already have a fairly good Brand Image. The lowest value of this dimension is in the "Branding Consistency" indicator, so that to increase the dimension of Brand Uniqueness, Tourism Villages around the city of Bandung must be able to increase branding consistency so that the audience is not confused with the position and brand image of tourism villages.

The recapitulation of the results of the respondents' answers regarding the Brand Image variable has an average of 3.343 and the standard deviation of 0.298 is stated in the Category of Quite Good, this indicates that the Brand Image in Tourism Villages around the city of Bandung can be said to be quite good, although it still has to be evaluated continuously to improve the Brand Image variable. Thus, it can be concluded that based on the respondents' responses, Brand Image is included in the category of "Quite Good".

Respondents' Responses Regarding Interest in Revisiting

Interest in Revisits is measured by 15 question items which are divided into 3 dimensions, namely Willingness to Revisit, Willingness to Give Recommendations and Willingness to Express Positive Experiences. The following is a recapitulation of respondents' responses from 15 question items asked to measure Interest in Revisits.

No	Dimension	Indicator	5	4	3	2	1	Average	Category
1	Willingness to Visit Again	Experience Satisfaction	37	149	169	27	18	3,400	Good
2		Return of Tourists	31	160	154	48	7	3,400	Good
3		Itinerary	36	144	177	29	14	3,398	Pretty Good
4		Commitment Level	32	144	178	37	9	3,383	Pretty Good
5		Diversity of Activities	24	149	192	24	11	3,378	Pretty Good
6		Quality of Service	23	156	185	26	10	3,390	Pretty Good
Total Dimension of Willingness to Visit Again			183	902	1055	191	69	3,391	Pretty Good
7	Willingness to Provide Recommendations	Destination Visual Effects	32	137	192	29	10	3,380	Pretty Good
8		Destination reputation	24	129	212	26	9	3,333	Pretty Good
9		Brand Image destination	30	118	213	30	9	3,325	Pretty Good

No	Dimension	Indicator	5	4	3	2	1	Average	Category
10		Suitability of Destination Values	48	106	192	43	11	3,343	Pretty Good
Total Dimension of Willingness to Provide Recommendations			157	646	994	154	49	3,354	Pretty Good
11	Willingness to express positive experiences	Tourist Motivation	29	134	185	44	8	3,330	Pretty Good
12		Life Satisfaction	32	111	216	36	5	3,323	Pretty Good
13		Personal Motivation	41	110	207	26	16	3,335	Pretty Good
14		Social Motivation	33	121	198	41	7	3,330	Pretty Good
15		Economic Motivation	29	134	193	41	3	3,363	Pretty Good
The Total Dimension of Willingness reveals a positive Experience			164	610	999	188	39	3,336	Pretty Good
Total Interest Score for Revisits			20.163						
Average			3,361						
Standard Deviation			0,311						
Range			3,050 s/d 3,672						
Categori			Good Enough to Good						

Table 6. Recapitulation of Respondents' Answers Regarding Interest in Revisits

Source: Data Processing Results (2025)

Based on table 6 above, it can be explained as follows, the Dimension of Willingness to Visit again with 6 question items is stated to be quite good, this indicates that the Interest in Revisit seen in terms of Willingness to Visit again is in quite good condition because based on the dimension of Willingness to Revisit, Tourism Villages around the city of Bandung have had a fairly good Interest in Revisiting. The lowest value of this dimension is in the indicator "Diversity of Activities", so that to increase the dimension of Willingness to Visit again, Tourism Villages around the city of Bandung must be able to increase the variety of activities that visitors can do in the tourist village area.

The dimension of Willingness to Give Recommendations with 4 question items is stated to be quite good, this indicates that the Interest in Revisiting seen in terms of Willingness to Give

Recommendations is in quite good condition because based on the dimension of Willingness to Give Recommendations, Tourism Villages around the city of Bandung already have a fairly good Interest in Revisiting. The lowest value of this dimension is in the indicator "Destination Brand Image", so that to increase the dimension of Willingness to Give Recommendations, Tourism Villages around the city of Bandung must be able to improve the brand image of the destination.

The dimension of willingness to express positive experiences with 5 question items is stated to be quite good, this indicates that the interest in revisiting is seen in terms of willingness to express positive experiences in quite good conditions because based on the dimension of willingness to express positive experiences, tourism villages around the city of Bandung have a fairly good interest in revisiting. The lowest value of this dimension is on the indicator "Life Satisfaction", so that to increase the dimension of Willingness to express positive experiences, Tourism Villages around the city of Bandung must be able to increase visitor satisfaction with tourist villages.

The recapitulation of the results of the respondents' answers regarding the variable of Interest in Re-Visit has an average of 3.361 and the standard deviation of 0.311 is stated in the Category is quite good, this indicates that the Interest in Re-Visit in Tourism Villages around the city of Bandung can be said to be quite good, although it still needs to be evaluated continuously to improve the variable of Interest in Re-Visit. Thus, it can be concluded that based on the respondents' responses, Interest in Revisits is included in the category of "Quite Good".

Discussion

The results show that Digital Marketing, Push & Pull Strategy, and Customer Experience have a significant influence on Brand Image and Repeat Visit Interest. Good Digital Marketing can improve brand image, which in turn drives interest in repeat visits. This is in line with previous research that showed that effective digital marketing can increase brand awareness and customer loyalty.

The Push & Pull Strategy has also proven to be effective in attracting the attention of tourists. A proactive push strategy in promoting a tourist village, combined with a pull strategy that builds interest naturally, can create a more engaging experience for visitors. This research emphasizes the importance of quality messaging and responsive interaction in marketing strategies. Customer Experience plays an important role in shaping brand image. The positive experiences that visitors have can increase their perception of the tourist village brand, ultimately encouraging them to return. Therefore, tourism village managers need to focus on improving the quality of services and experiences offered to visitors.

Overall, the results above provide valuable insights for tourism village managers in Bandung to optimize digital marketing strategies and improve customer experience. Thus, this research not only answers research questions but also provides practical recommendations to improve the attractiveness and sustainability of tourist villages in the future.

Conclusion

Based on the findings of this study above, it can be concluded that digital marketing, driver and pull strategies, and customer experience have a significant influence on brand image and interest in revisits in culture-based tourism villages in Bandung. The research question, namely how the

three variables affect brand image and return interest, has been answered through the data analysis conducted.

First, digital marketing has proven to be a key factor in building a positive brand image. The results of the analysis show that elements of digital marketing, such as informative websites, search engine optimization (SEO), and the use of social media, contribute to visitors' positive perception of tourist villages. Thus, tourism village managers need to continue to improve the quality and attractiveness of their digital content to attract more tourists. Second, the push-and-pull strategy also plays an important role in attracting tourists' attention. This study found that the combination of active promotion (push strategy) and attention-grabbing content (pull strategy) can create greater interest among visitors. Therefore, tourism village managers are advised to develop marketing campaigns that are more creative and responsive to the needs of the audience.

Third, a positive customer experience contributes significantly to brand image and return interest. The results showed that visitors who had a good experience during their visit tended to have a better perception of the tourist village brand and were more likely to return. It emphasizes the importance of improving the quality of services and experiences offered to visitors. Fourth, even though all variables show "pretty good" results, there's still room for improvement. For example, certain indicators in digital marketing, such as link quality and attractive ad creation, need to be improved. Tourism village managers should focus on continuous evaluation and development to ensure that they remain relevant and attractive to tourists.

Fifth, the study also shows that visitor demographics, such as age and education level, can influence their perception of tourist villages. By understanding the characteristics of visitors, managers can adjust marketing strategies and the experience offered to better meet the expectations and needs of the target audience. Finally, this study provides practical recommendations for tourism village managers in Bandung, Indonesia to optimize digital marketing strategies and improve customer experience. Thus, tourism villages can not only improve their brand image but also drive higher interest in repeat visits, which will ultimately contribute to the sustainability and growth of the culture-based tourism sector in Indonesia.

Acknowledgment: The Writer would like to express gratitude to the University of Pasundan and the Tourism area in Bandung City and other researchers who contributed positively in supporting this article

Declaration of Conflict of Interest: *There is No. conflict of interest in the process of this article.*

References

- Adam, M., Ibrahim, M., Putra, T. R. I., & Yunus, M. (2023). The effect of e-WOM model mediation of marketing mix and destination image on tourist revisit intention. *International Journal of Data and Network Science*, 7(1), 265–274. <https://doi.org/10.5267/j.ijdns.2022.10.007>
- Adha, W. M., Mas'ud, A. A., & Erwin. (2024). Digital Marketing Development Strategy of Cocoa Products. In *Revista de Gestao Social e Ambiental* (Vol. 18, Issue 6). <https://doi.org/10.24857/RGSA.V18N6-022>
- Aditi, B. (2024). The role of content marketing and influencer marketing strategies and banking guarantees in SMEs bankruptcy addressing. *Uncertain Supply Chain Management*, 12(4), 2513–2524. <https://doi.org/10.5267/j.uscm.2024.5.018>
- Anggraeni, A., Sulisty, L. I. H., & Affandy, N. (2020). The antecedents of satisfaction and revisit intention for full-service restaurants: An empirical study of the food and beverage industry in Jakarta.

- International Journal of Asian Business and Information Management, 11(3), 101–118. <https://doi.org/10.4018/IJABIM.2020070107>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787733>
- Ferdian, F., Zahari, M. S. M., Abrian, Y., Wulansari, N., Azwar, H., Adrian, A., Putra, T., Wulandari, D. P., Suyuthie, H., Pasaribu, P., Susanti, D., Aisiah, A., Yulfa, A., Pratama, V. M., Harmawan, V., Fadilah, R., Donie, D., & Waryono, W. (2024). Driving Sustainable Tourism Villages: Evaluating Stakeholder Commitment, Attitude, and Performance: Evidence from West Sumatra, Indonesia. *Sustainability (Switzerland)*, 16(14). <https://doi.org/10.3390/su16146066>
- Gaol, J. L., & Ichsan, R. N. (2022). Traditional Market Management Model Based on Digital Marketing. *Quality - Access to Success*, 23(191), 228–233. <https://doi.org/10.47750/QAS/23.191.27>
- Hadian, M. S. D., Barkah, M. N., Khadidjah, U. L. S., Yuliawati, A. K., Aryanti, A. N., & Suhardiman, S. (2025). Urban geotourism development in the perspective of stakeholders. *International Journal of Geoheritage and Parks*, 13(1), 102–116. <https://doi.org/10.1016/j.ijgeop.2024.12.001>
- Handriana, T., & Ambara, R. (2016). Responsible environmental behavior intention of travelers on ecotourism sites. *Tourism and Hospitality Management*, 22(2), 135–150. <https://doi.org/10.20867/thm.22.2.4>
- Haryanto, R., & Sultoni, M. H. (2024). Marketing and IT capability as mediators: The role of digital marketing and orientation on SMEs marketing performance. *International Journal of Management and Sustainability*, 13(4), 808–817. <https://doi.org/10.18488/11.v13i4.3899>
- Imron, A., Nurhayati, S., & Choirul Afif, N. (2024). The Nature-based Tourism Sustainability: Cultural Measures and Personality Trait. *Qubahan Academic Journal*, 4(3), 521–540. <https://doi.org/10.48161/qaj.v4n3a598>
- Komari, A. (2023). “product quality as a mediating variable in repurchase decisions: The case of Indonesian skincare products.” *Innovative Marketing*, 19(3), 123–133. [https://doi.org/10.21511/im.19\(3\).2023.11](https://doi.org/10.21511/im.19(3).2023.11)
- Komariah, K., Razzaq, A. R. B. A., Nugraheni, M., Lastariwati, B., & Mahfud, T. (2020). The antecedent factor of tourists’ intention to consume traditional food. *Geojournal of Tourism and Geosites*, 32(4), 1209–1215. <https://doi.org/10.30892/GTG.32403-559>
- Kusumawati, A., Dewantara, R. Y., Azizah, D. F., & Supriono, S. (2024). Determining outcome factors of city branding post-COVID-19: roles of brand satisfaction, brand experience and perceived risk. *Journal of Tourism Futures*, 10(2), 350–371. <https://doi.org/10.1108/JTF-03-2022-0080>
- Monacho, B. C., & Slamet, Y. (2023). The Effect of Influencer Engagement Rate in Increasing Followers of Instagram Official Account. *Jurnal Komunikasi: Malaysian Journal of Communication*, 39(2), 373–388. <https://doi.org/10.17576/JKMJC-2023-3902-21>
- Munir, A. R., Kadir, N., Umar, F., & Lyas, G. B. (2023). The impact of digital marketing and brand articulating capability for enhancing marketing capability. *International Journal of Data and Network Science*, 7(1), 65–72. <https://doi.org/10.5267/j.ijdns.2022.12.005>
- Nomnian, S., Trupp, A., Niyomthong, W., Tangcharoensathaporn, P., & Charoenkongka, A. (2020). Language and community-based tourism: Use, needs, dependency, and limitations. *Austrian Journal of South-East Asian Studies*, 13(1), 57–79. <https://doi.org/10.14764/10.ASEAS-0029>
- Nugraha, A. K. N. A., Krista, C. E., & Huruta, A. D. (2024). The effect of country image, brand image, and warranty knowledge on car purchase intentions: a comparison of use situations. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2332498>
- Omeish, F., Shaheen, A., Alharthi, S., & Alfaiza, A. (2025). Between human and AI influencers: parasocial relationships, credibility, and social capital formation in a collectivist market: a study of TikTok users

- in the Middle East. *Discover Sustainability*, 6(1). <https://doi.org/10.1007/s43621-025-00891-w>
- Pratiwi, R., Takhim, M., Wardhani, W. N. R., Ragimun, Sonjaya, A., Rahman, A., Basmar, E., & Pambudi, B. (2024). The Collaboration of Penta Helix to Develop Halal Tourism Villages in Batang, Cental Java. *International Journal of Sustainable Development and Planning*, 19(7), 2753–2761. <https://doi.org/10.18280/ijstdp.190732>
- Primananda, P. G. B. N., Yasa, N. N. K., Sukaatmadja, I. P. G., & Setiawan, P. Y. (2022). Trust as a mediating effect of social media marketing, experience, destination image on revisit intention in the COVID-19 era. *International Journal of Data and Network Science*, 6(2), 517–526. <https://doi.org/10.5267/j.ijdns.2021.12.002>
- Purusottama, A. (2023). Is traditional media communication less effective than social media and personal selling for brand building ? Empirical evidence from a cosmetics brand in Indonesia Is traditional media communication less effective than social media and personal selling f. *Cogent Social Sciences*, 9(2). <https://doi.org/10.1080/23311886.2023.2276620>
- Sejati, A. E., Sumarmi, S., Astina, I. K., Susilo, S., & Kurniawati, E. (2023). the Environmental Conservation Value of Tengger Tribe’S Traditional Ceremony in Supporting the Mount Bromo Tourism Area. *Geojournal of Tourism and Geosites* , 46(1), 315–326. <https://doi.org/10.30892/gtg.46135-1029>
- Siswadi, S., Jumaizi, J., Supriyanto, S., & Dewa, A. L. (2023). Indonesian Online Transportation (Go-Jek) Customers Satisfaction and Loyalty: How the Role of Digital Marketing, Word of Mouth, Perceived Value and Perceived Quality? *Journal of Law and Sustainable Development*, 11(2), 1–19. <https://doi.org/10.55908/sdgs.v11i2.362>
- Siswanto, R. A., & Dolah, J. Bin. (2023). How Randomness is Controlled in Dynamic Identity to Maintain Recognisability: A Case Study of Flip Burger, an Indonesian SME. *WSEAS Transactions on Business and Economics*, 20, 373–381. <https://doi.org/10.37394/23207.2023.20.34>
- Suparno, D., Tjahjawan, I., Martodiryo, S., Anshary, A. H., Mulyono, Badrian, Indrariansi, E. A., & Suwondo, T. (2023). The influence of financial literacy, digital literacy, digital marketing, brand image and word of mouth on the z generation’s interest in Islamic banks. *International Journal of Data and Network Science*, 7(4), 1975–1982. <https://doi.org/10.5267/j.ijdns.2023.6.015>
- Thamrin, M. H., Eriza, F., Nasution, F. A., Yusuf, M., & Indainanto, Y. I. (2023). Digital Marketing of Handicraft SMEs in Medan City: Learning Evaluation. *Studies in Media and Communication*, 11(6), 188–196. <https://doi.org/10.11114/smc.v11i6.5967>
- Utama, I. G. B. R., Prasiasa, D. P. O., & Widari, D. A. D. S. (2024). New Orientation Strategy into Domestic Market for Bali Tourism Destination after the COVID-19 Pandemic. *International Journal of Sustainable Development and Planning*, 19(3), 931–938. <https://doi.org/10.18280/ijstdp.190311>
- Wahyu, M., Solihat, I., Simatupang, J., Yacob, S., & Ningrum, E. D. P. (2023). Mapping Research In Digital Marketing : 2007 -2022 Period In Indonesia Context. 24(196), 140–147. <https://doi.org/10.47750/QAS/24.196.19>
- Wijaya, S. F., Wiratama, J., Sanjaya, S. A., & Pomalingo, S. (2024). Developing a User-Centered Design Model for Digital Marketing Adoption in Village MSMEs. *Journal of Logistics, Informatics and Service Science*, 11(6), 368–378. <https://doi.org/10.33168/jliss.2024.0621>
- Wisnujati, N. S., Sangadji, S. S., & Handriana, T. (2024). Assessing the Role of Marketing Communication in Shaping Tourist Intentions to Morotai Island. *International Journal of Sustainable Development and Planning*, 19(5), 1845–1854. <https://doi.org/10.18280/ijstdp.190522>