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**THE INFLUENCE OF TOURISM AND HOSPITALITY  
ATTRIBUTES ON NATION-BRAND IMAGE,  
NATIONAL IDENTITY AND BEHAVIOUR  
INTENTIONS**

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**UUM**  
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY  
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**UUM**  
Universiti Utara Malaysia

**A Thesis submitted to the Ghazali Shafie Graduate School of Government in  
fulfilment of the requirements for the Doctor of Philosophy  
Universiti Utara Malaysia**

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## ABSTRACT

Tourism and Hospitality attributes play a crucial role in predicting Nation-Brand Image (NBI) formation, National Identity (NI), Behavioural Intention (BI) and consumer experiential consumption. However, study on the relation of Tourism and Hospitality attributes and NBI in the context of emerging nation is still limited. Thus, this thesis aims to empirically examine the tourists' post-visit experience in forming NBI and BI. This research employs a quantitative approach with a small amount of supporting data from qualitative technique (interviews). Thirty interviews were performed followed by a field survey. A survey of 384 international tourists at three destinations in Indonesia, namely Bali, Yogyakarta and Jakarta, was conducted to test the research hypotheses. The findings reveal that there are significant relationships between heritage, service and hospitality, and natural attractions with BI. The result also showed that service and hospitality and natural attractions are significantly related to NBI formation while heritage is a significant predictor for NI. As for the indirect relationship between tourism and hospitality attributes and NBI, the relationships of services and hospitality and natural attractions are partially mediated by cultural homogeneity. Similarly, NBI partially mediates the relationships of heritage, service and hospitality and natural attractions and BI. Overall, the research framework demonstrates its validity as a research model. The framework offers a working definition and a tool for conceptualising and establishing NBI. The theoretical implication of this research is that it extends the Keller's theory of brand image, by adding the place-marketing and place-branding domains, and nation marketing. In particular, this research also adds a new research context of Indonesia's tourism and hospitality attributes and NBI. It is recommended that future study in this area should utilise different study context and different types of respondents. In addition, other empirical technique such as the structural equation modelling (SEM) and a qualitative approach i.e. phenomenology or an ethnographic may be employed to add robustness and to enrich research findings.

**Keywords:** Behavioural Intention, Nation-Brand Image, National Identity, Tourism And Hospitality Attributes, Indonesia.

## ABSTRAK

Atribut Pelancongan dan Hospitaliti tidak hanya memainkan peranan penting dalam meramalkan pembentukan imej jenama bangsa (NBI), mempengaruhi identiti nasional (NI) dan niat tingkah laku (BI) tetapi juga menunjukkan tahap keunggulan pengalaman kepenggunaan. Sebagai bidang kajian yang kurang diterokai khususnya berkaitan dengan bidang pelancongan dan hospitaliti, terdapat keperluan untuk mengkaji NBI dalam konteks bangsa membangun. Tesis ini bertujuan untuk mengkaji secara empirikal pengalaman selepas lawatan pelancong dalam pembentukan NBI dan BI. Kajian ini menggunakan kaedah kuantitatif dengan sokongan data dari pendekatan kualitatif. Sebanyak 30 temubual dijalankan diikuti dengan kajian lapangan. Tinjauan terhadap 384 pelancong antarabangsa di tiga destinasi di Indonesia, iaitu Bali, Yogyakarta dan Jakarta telah dijalankan bagi menguji kerangka kerja penyelidikan. Dapatan kajian memperlihatkan kepentingan warisan, perkhidmatan dan hospitaliti, dan tarikan semula jadi dalam peningkatan BI. Hasil kajian juga menunjukkan bahawa perkhidmatan dan hospitaliti dan tarikan semula jadi mempunyai pengaruh yang signifikan terhadap pembentukan NBI manakala warisan adalah penting untuk pembentukan NI. Bagi kesan tidak langsung antara elemen-elemen pelancongan dan hospitaliti dan NBI, hubungan perkhidmatan dan hospitaliti dan tarikan semula jadi dipengaruhi kesan perantaraan separa oleh kesamaan budaya. Begitu juga dengan kesan perantaraan NBI terhadap hubungan warisan, perkhidmatan dan hospitaliti dan tarikan semula jadi dan BI adalah separa perantaraan. Secara keseluruhan, kerangka kerja penyelidikan menunjukkan kesahihannya sebagai sebuah model penyelidikan. Kerangka kerja penyelidikan ini memberi gambaran mengenai definisi dan bertindak sebagai alat konseptual untuk pembentukan NBI. Kajian ini memberi implikasi teori dalam bentuk pengembangan teori Imej-Jenama Keller, memperluaskan bidang kajian pemasaran-tempat, bidang kajian penjenamaan-tempat dan bidang kajian pemasaran bangsa khususnya dalam konteks bidang pelancongan dan hospitaliti di Indonesia dan NBI. Adalah dicadangkan agar kajian masa depan melibatkan konteks kajian yang berbeza dan responden yang berbeza. Di samping itu, teknik analisis empirikal lain seperti *Structural Equation Modelling* (SEM) dan pendekatan kualitatif iaitu fenomenologi atau etnografi boleh digunakan untuk menambah kekukuhan dan memperkayakan hasil penyelidikan.

**Kata kunci:** Niat tingkah laku, Imej-jenama bangsa, Identiti bangsa, Atribut pelancongan dan hospitaliti, Indonesia.

## PUBLICATIONS ASSOCIATED WITH THIS RESEARCH

The following publications have resulted from the research reported in this thesis.

*Article:* Handayani, B., & Rashid, B. (2013). Conceptualisation of nation brand image. *International Journal of Management Studies (IJMS)*, 20(2), 165-183.

*Article:* Handayani, B., & Rashid, B. (2015). Giving Brand Image to a Nation: A Proposed Framework. *Emerging Innovative Marketing Strategies in the Tourism Industry*, 339-358.

*Review of* “Brand new: The shape of brands to come”, by Wally Olins, *Journal of Tourism Future Research*, 291-293. (September, 2015).

*Article:* Handayani, B., & Rashid, B. (2015). National Identity Attributes as Desired Future Image of a Nation. *Middle-East Journal of Scientific Research* 23 (11), 2722-2730.

*Article:* Handayani, B., & Rashid, B. (2015). Examination of transport performance and authenticity on behavioural intention. *ASEAN Marketing Journal*, 7(2), 109-118.

*Article:* Handayani, B., & Rashid, B. (2016). The Mediating Influence of Nation Brand Image in the relationship between Tourism and Hospitality Attributes and Behavioural Intention. *TEAM Journal of Hospitality & Tourism*, 13(1), 1-14.

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*Under peer review:* Handayani, B., & Rashid, B. (2016). Developing a Measurement Scale for Nation Brand Image Formation. *ASEAN Marketing Journal*.

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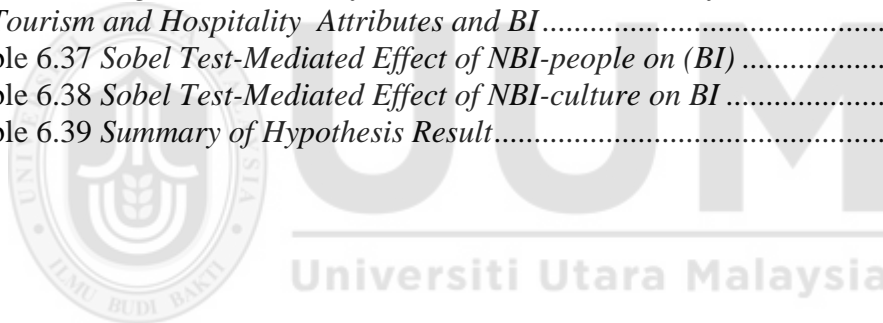
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## GLOSSARY OF TERMS

This section presents the terms, definitions, and conceptualisations involved in this thesis.

1. **Branding:** a mechanism for presenting the image as a brand (and/or brand image) through symbolisation, a set of identity and authenticity attributes as the focus of unit analysis.
2. **Image:** a specific identity that is projected to others.
3. **Identity:** self-belief of characteristics that differentiate an entity from others.
4. **Brand:** an entity in which are embedded specific identity attributes that signify its performance, promises and personality.
5. **Brand image:** a set of associations embedded in an entity. It can appear at any time when one hears about a brand. It drives purchase decisions and encourages becoming a market leader (in a certain category) and indicates strong positioning in the consumer's shortlist of choices.
6. **Branding the nation and/or nation branding:** a process of presenting a nation's name as a brand or a product itself. It welcomes the international public (i.e. travellers, tourists, foreign students, businessmen, experts, etc.) through its socio-economic, cultural, and political dimensions.
7. **A nation's image:** the perceived identity about a nation's name in the mind of the international public.
8. **Nation brand:** the sum of the perceptions of the international public about a nation's name.
9. **Nation-brand image (NBI):** a set of associations with a nation's name and its performance, promises and personality.
10. **Reputation:** perceived feedback on a product and its promised features.
11. **Frames of experience:** a set of accumulation of post-visitation (and/or post-consumption in general) that influence the magnitude of behavioural intention.
12. **Frames of reference:** an accumulation of perceived organic and induced images which influences the magnitude of behavioural intention.
13. **Behavioural intention:** likelihood to mention positive experience to other, likelihood to select similar destination for leisure, likelihood to encourage others to visit certain foreign destination for leisure, likelihood to re-visit certain foreign destination for leisure, likelihood to recommend certain foreign destination for leisure to others.

14. Country of origin (COO): foreign products associated with the export dimension in international business studies.
15. Experiential-based industry: product offerings that embedded with tourism and hospitality attributes as industry.
16. Favourable NBI: a set of associations that not only indicate positiveness of market offerings but also denotes for what its brand image of a nation is and for the reason why of brand image of a nation is attached.
17. Authenticity: a set of encouragement for visitation and behavioural intention that framing the experiences that could establish NBI.
18. National identity: a set of collective identity that position a group of people based on attributes such as belief systems, national heritage, and cultural homogeneity.
19. Place branding: a branch of place marketing domain which aims to develop profile of a nation, a country, a region, and a destination to be presentable, attractive, and elevate positioning.
20. Place marketing: a field of study that scrutinise global consumers' needs and want for experience-based industry (i.e. tourism and hospitality attributes as industry) and tangible market offerings (i.e. export).
21. Nation marketing: a sub of place marketing domain which aims to identify and develop a nation's profile to be a market leader in certain category and stimulate other national dimensions e.g. FDI, commerce, academics.
22. A nation's positioning: market offerings of a nation's which indicates segmentation and differentiation, plays role as shortlists consideration in the global consumers' mind. It tends to be associated as market leader in certain category and influences the experience consumption and behavioural intention.
23. Nation-brand equity (NBE): the value of a nation's name as an asset that is useful for gaining a larger share of the global market through experience-based industry.
24. Country brand equity (CBE): the use of the nation's name as an asset that is useful for gaining a larger share of the global market through export dimensions.
25. Zeitgeist: dominant school of thought that typifies and influences the global consumers' perception on market offerings in a particular period in time.



## LIST OF ABBREVIATIONS

BI	Behavioural Intention
BS	Belief Structure
CBE	Country Brand Equity
CH	Cultural Homogeneity
COO	Country of Origin
CoI	Country of Origin Image
CPA	Component Principal Analysis
CSR	Corporate Social Responsibility
DMO	Destination Management Organisation
EFA	Exploratory Factor Analysis
FDI	Foreign Direct Investment
ICT	Information Communication Technology
JKT	Jakarta
KMO	Kaiser-Mayer-Olkin
NBI	Nation-Brand Image
NBE	Nation Brand Equity
NI	National Identity
NH	National Heritage
PCA	Principal Component Analysis
SEM	Structural Equation Model
SPSS	Statistical Package for Social Science
US\$	United States of America Currency
WOM	Word-of- Mouth
$X^2 / df$ Chi-sq	Square per degree of freedom ratio

# CHAPTER ONE

## INTRODUCTION

This chapter is structured as follows. First, the background of the study, problem statement, the research objectives, the research questions, research propositions, the research scope, and the research context are outlined. Next, the research methodology, and the research significance are presented. The outline of the thesis is followed by the conclusion.

### 1.0 Background of the Study

This research began from questioning the existence of nation-brand image (NBI) perspectives. The question led to an observation of how and what are the variable(s) that trigger or establish NBI formation. As observed, NBI is both a rigorous and a vague concept. The literature review revealed few studies about this concept. As a result, underpinning theory from related fields of study such contemporary branding, brands and brand image were explored. The literature did indicate several areas that could be adapted for this study, e.g. Country of origin (COO) (e.g. Bilkey and Nes, 1982; Roth and Romeo, 1992; Verlegh and Steenkamp, 1999); impression management (Goffman, 1959) and place marketing (Ashworth, Kavaratzis, and Warnaby, 2015; Warnaby and Medway, 2013; Hankinson, 2010; Ashworth and Kavaratzis, 2010; Hanna and Rowley, 2008; Ashworth and Voogd , 1994). In short, literature review managed to identify perceived images of a nation that could be considered NBI core elements.

NBI is conceptualised as any kind of favourable associations with a nation's name as a brand or product which exists in the mind of the international public. Core elements

The contents of  
the thesis is for  
internal user  
only

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