
The Effect of Destination Personality on Behavior Intention and Self Congruity as Intervening Variables

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Abstract

Behavior intention has become a fundamental strategic metric to evaluate the success of tourist destinations. Behavior intention can be built through strong branding. Furthermore, the 2 elements of destination branding that can be used are destination personality and self-congruity. This study investigates: (1) Significant effect of destination personality on self-congruity, (2) significant effect of self congruity on behavior intention, (3) significant effect of destination personality on behavior intention, (4) significant effect of destination personality on behavior intention through self-congruity. Research conducted in tourist destinations Obelix Hills Yogyakarta. The sample criteria used were tourists who have never visited. Data collection using google form and 151 questionnaires were collected which were then processed using Structural Equating Modeling (SEM). This study found that (1) destination personality has a significant effect on self-congruity, (2) self-congruity has a significant effect on behavior intention, (3) destination personality has a significant effect on behavior intention, (4) destination personality has a significant effect on behavior intention through self-congruity. Destination Personality to be explored and highlighted in promoting the destination so that it can become a value for tourists.

Keywords: *Obelix Hills, destination personality, Self congruity, Behavior intention*

1. Introduction

Management and development of tourist destinations must be carried out effectively (Pearce & Schänzel, 2013) so that tourist destinations have a competitive advantage and affect the tourists behavior. The application of branding to tourism destinations is a recent development (Ekinçi & Hosany, 2006; Hosany et al., 2007). Brands are found in many tourism product categories and permeate almost all aspects of tourism activity (Cai, 2002; Gnoth et al., 2007). Destination branding has become a popular and powerful marketing tool due to increased competition, product similarity, and substitution in the tourism market (Usaki and Baloglu, 2011).

Therefore, marketers focus on destination branding to create a unique identity that can motivate tourists to visit the destination (Kumar, 2016). This reflects the desire to visit a destination which influenced by the branding of the destination. Eventually, behavior intention has become a fundamental strategic metric to evaluate the success of tourist destinations. A destination can attract tourists as well as

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intention of travel behavior that determines the success or failure of a tourist destination (Zhang, Kim, Yim, Hyun and Chai, 2022). Travelers perceive destinations or brands that arouse their interest to visit as an expression of themselves. Travelers tend to prefer destinations and brands with images that are similar to their self-concept. Self-congruity is defined as the compatibility between the tourist's self-concept and the personality of the destination in the context of a tourism destination (Usakli & Baloglu, 2011). The four dimension of self-congruence are actual self-congruence, ideal self-congruence, social self-fit, and ideal social self-fit (Sirgy et al., 1982). Destination personality and self-congruity are the two main elements of destination branding (Ekinici & Hosany, 2006; Murphy et al., 2007). Destination personality and self-congruity are important cognitive constructs in tourism marketing (Kumar, 2016) and can be used to build strong branding.

Destination personality refers to brand personality in the context of the tourism literature. Ekinici and Hosany (2006) combine the concept of Brand Personality so that destination personality is defined as a set of human characteristics associated with the destination. Tourist destinations have distinctive personality characteristics, such as individuals, brands, and stores, and postulated that destination personality is a potential predictor of tourist buying behavior. (Ekinici & Hosany, 2006; Hosany & Martin, 2012; Prayag, 2007; Usakli & Baloglu, 2011). The personality of tourist destinations as a set of human characteristics inherent in tourist objects (Ekinici & Hosany, 2006). The development of a rich and relevant brand personality will ultimately build a strong destination brand (Morgan & Pritchard, 2010). The destination branding process includes various destination elements in the brand and communicates them to potential and current consumers through different brand components such as brand image or brand personality (Kumar, 2016).

The novelty of this study is to investigate the effect of destination personality on behavior intention through self-congruity. Behavior intention referred the desire to visit a destination for potential tourists who have never visited. The behavioral intention variable as in this study has not been used. In addition, in most of the research on destination brand personality was conducted on tourists who had already visited a destination also they were asked to recall their last trip and the places visited. In addition, this study was conducted on tourists who have never visited the destination and becomes a novelty in this study.

This study examines the driving factors that can increase behavior intention to tourist destinations. The driving factors we analyzed were self-fit, and destination personality. This research used structural equation modeling analysis. One of the contributions of this research is related to Destination Personality to be explored and highlighted so that it can be of value for tourists. If the value obtained is in accordance with your personality, it will strengthen the desire to visit the destination. Destination personality can be used to build a brand.

The purpose of this study were: 1). To test and explain the significant effect of destination personality on self-congruity. 2). To test and explain the significant effect of self-congruity on behavior intention .3). To test and explain the significant effect of destination personality on behavior intention. 4). To examine and explain the significant effect of destination personality on behavior intention through self-congruity. Furthermore, to examine the role of personality destinations and self-congruence in predicting behavior intention before tourists make a decision to visit a destination.

2. Research Methodology

2.1. Model Development

2.1.1. The Effect of Destination Personality on Self Congruity

The Brand Personality Scale often measures the concept of brand personality, and is widely replicated by various researchers both for objects in the form of products or services (Aaker 1997, n.d.). This study measured the concept of brand personality for the object of a destination (service), as every destination must have a brand. Brand personality can affect user image that is transferred to the brand from individuals who are considered to be typical brand users (Klipfel et al., 2014). User image will occur if the image of the transferred brand image is in accordance with the tourists themselves. The concept of self-harmony is the suitability/mismatch between the perception of the destination image and the tourist's self-image (Ahn et al., 2013). In the end, brand personality will have an impact on the relationship between brands and consumers (Park and Jung, 2010). Previous empirical studies show that a tourist destination's personality positively affects self-fit (Sirgy & Su, 2000). Other empirical studies on the relationship between these variables were also carried out by (Ardyan & Wibisono, 2019; Kumar, 2016; Liu et al., 2012; Phucharoen et al., 2016; Usakli & Baloglu, 2011) Based on the description above, the hypotheses developed are:

H1 = Destination Personality has a significant effect on Self Congruity.

2.1.2.The Influence of Self Congruity on Behavior Intention

Self-conformity is the compatibility between the perception of the destination image and the tourist's self-image (Ahn et al., 2013). Self-suitability is a relationship between self-concept, and the symbolic value of the purchased brand will influence tourist behavior (Chon, 1992). Consumers buy products or brands that they believe have the same symbol images and complement their self-image (Phucharoen et al., 2016). Self-conformance can predict consumer behavior (Hosany & Martin, 2012) such as behavior intention. Self-conformance can predict various types of consumer behavior such as product use, purchase intention, repeat intention, store choice and store loyalty (Govers & Schoormans, 2005). The basic hypothesis in self-congruence theory is that consumers tend to choose products or brands that are in accordance with one's self-concept (Usakli & Baloglu, 2011). This idea suggests that the greater the degree of congruence, the higher the likelihood of purchase intention.

H2: Self Congruity. has a significant effect on Behavior Intention.

2.1.3. The Effect of Destination Personality on Behavior Intention

Purpose personality is an important part of a strong brand (David_A_Aaker_1996, n.d.; Morgan & Pritchard, 2010). The concept of tourist destination personality refers to the concept of brand personality. Brands that have human characteristics will make consumers have a close relationship with the brand (Avis & Aitken, 2015). A close relationship with the brand will affect consumer desires (behavior intention). Destination personality can influence preference and choice behavior (Murphy et al., 2007) such as behavior intention. Based on the description above, the hypotheses developed are:

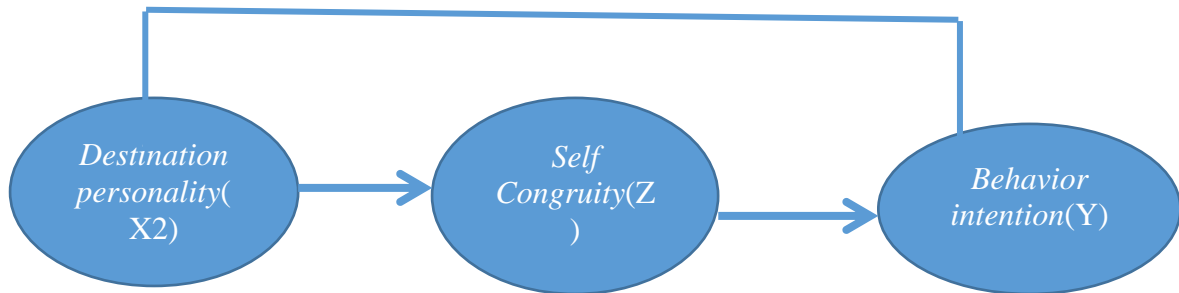
H3: Destination Personality. has a significant effect on Behavior Intention.

2.1.4. The Effect of Destination Personality on Behavior Intention through Self Congruity

Brand personality describes the human characteristics inherent in the brand (Aaker 1997, n.d.). If tourists can catch or feel that the brand personality (destination) is in accordance with the tourist's personal personality (self congruity), it will cause a strong impulse in tourists such as behavior intention. Tourists will visit destinations that have personalities that are similar to their perceived image of themselves or are similar to their own self-image. Based on the description above, the hypotheses developed are:

H4: Destination Personality has a significant effect on Behavior Intention through Self Congruity

Based on the results of research that has been carried out by previous researchers, a research framework is prepared that is used as a reference in this study, as shown in Figure 1



Source: Model development, 2022.

Figure 1. Research Design

2.2. Data Collection

This research was conducted at the Obelix Hills tourist attraction, which is one of the tourist attractions in the Yogyakarta city. The study was conducted between January - April 2022. The sample were all people who live in Yogyakarta who know about the Obelix Hills tourist attraction but have not visited with a minimum age of 17 years. The determination of the number of samples is based on consideration of the analytical techniques used in the research of Machin, Campbell, Tan and Tan (2009), the use of Machin et al., (2009) because the population is infinite. The number of samples used as many as 151 respondents. The sampling technique used incidental sampling, which based on chance, or anyone who coincidentally/incidentally meets a researcher.

Sources of data used in this study is primary data using a questionnaire using google form. The Google form is distributed to people who have not visited the Obelix Hills tourist destination using the help of social media such as whatsapp, line, and instagram.

2.3. Analysis Methods

Inferential statistical analysis in this study used SEM AMOS. For test the hypothesis using the t test with a significant level of 5%. The criteria according to Ghozali (2017) used are as follows:

a) If the significant value is > 0.05 then the hypothesis is rejected.

b) If the significant value is 0.05 then the hypothesis is accepted.

Sobel test is used to test the mediation hypothesis (Ghozali, 2017). The study used a significant level of 5%. For the Sobel test, it is done by testing the strength of the indirect effect of X to Y through M. Standard error coefficient a and b are written with sa and sb and the magnitude of the standard error of the indirect effect is sab which is calculated by the formula:

$$Sat = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

To test the significance of the indirect effect, we need to calculate the t value of the ab coefficient with the following formula:

$$t = \frac{ab}{sab}$$

If the t-count value $>$ the t-table value, it can be concluded that there is a mediation effect (Ghozali, 2017).

3. Result

3.1. Respondents

The identification of the respondents was carried out to find out the description of the characteristics of the research object or respondents being studied. Characteristics of respondents in this study include gender, age, and the respondent's domicile address.

Table 2. Respondent Data

Variable	Sum	Percent
Gender		
- woman	62	58.9
- man	89	41.1
age		
- < 20 Years	28	18.5
- 20 – 25 Years	99	65.6
- 26 – 30 Years	20	13.2
- 31 – 40 Years	4	2.6
Characteristics of Respondents Based on Domicile Address		
- Bantul	39	25.8
- Gunung Kidul	26	17.2
- Yogyakarta City	23	15.2
- Kulon Progo	26	17.2
- Sleman	37	24.5

Source: Primary Data, 2022

Based on Table 2 above, it can be seen that the characteristics of respondents by gender, male respondents as many as 62 people or 41.1% and female respondents as many as 89 people or 58.9%. Thus it can be concluded that in this study the majority of respondents were female. Women tend to make visits to spend vacation time and relieve fatigue from daily activities and look for something new by visiting tourist attractions.

Based on Table 2 above, it can be seen that there are as many as 28 respondents who have an age of < 20 years or 18.5%. 99 respondents who have the age of 20-25 years or 65.6%. 20 respondents who have the age of 26-30 years or 13.2%. 4 respondents aged 31-40 years or 2.6%. Thus it can be concluded that the majority of respondents are between the ages of 20-25 years. In the 20-25 year age group, they have a higher desire for vacation or recreation than other age groups because they are dominated by productive working age and at this age people like to travel and spend time on vacation from busyness and relieve fatigue from daily activities by choosing to take a vacation. visit tourist attractions.

Based on Table 2 above, it can be seen that the characteristics of respondents based on domicile addresses, respondents who live in Bantul as many as 39 or 25.8%, respondents who live in Gunung Kidul as many as 26 or 17.2%, respondents who live in Yogyakarta City as many as 23 or 15, 2%, 26 or 17.2% of respondents who live in Kulon Progo, and 37 or 24.5% of respondents who live in Sleman. Thus it can be concluded that in this study the majority of respondents live in Bantul. People who live in Bantul have a higher desire for vacation or recreation, they like to travel and spend time on vacation from the busyness and relieve fatigue from daily activities by choosing to visit tourist attractions.

3.2. Analysis

The research results can be presented in the following explanation:

Table 3. Validity and reliability test results

Variables/Indicators	loading factor	Construct Reliability	Conclusion
Destination Personality		0.901	Reliable
- DP1	0.779		Valid
- DP2	0.831		Valid
- DP3	0.833		Valid
- DP4	0.891		Valid
Self Congruity		0.798	Reliable
- SC1	0.825		Valid
- SC2	0.804		Valid
Behavior Intention		0.738	Reliable
- BI1	0.869		Valid
BI2	0.909		Valid

Source: Processing Results, 2022.

Based on Table 3, it can be seen that the output results of the standardized loading estimate above are in general all loading factors are statistically significant and the loading factor value is above 0.50. So it can be said that the indicators of each variable are valid. Based on Table 3, it can be concluded that latent constructs that

have high reliability are latent constructs of destination personality, self-congruity and behavior intention, each of which has a CR (Construct Reliability) value, 0.901, 0.798, 0.738 with a value above 0.70 (which is required to be good).). The results can be seen in Table 3.34 as follows:

SEM testing is intended to see the suitability of the model. The results of the goodness of fit test on the full model developed in this study with the cut-off value according to Ghozali (2017) are presented as follows:

Table 4
Goodness of Fit Index

Goodness of fit index	Cut-off value	Research Model	Model
Chi Square Statistics	Expected small	147,818	
Probability	0.05	0.016	Marginal Fit
RMSEA	0.08	0.045	Good Fit
GFI	0.90	0.901	Good Fit
AGFI	0.90	0.866	Marginal Fit
CMIN/DF	2.0	1,308	Good Fit
TLI	0.90	0.974	Good Fit
CFI	0.90	0.978	Good Fit

Source: Processing Results, 2022

Based on table 4 above, it can be seen that the overall goodness of fit results show a good level of conformity. Thus it can be said that the results of the goodness of fit test on the standard model used in this study indicate that the observed data is in accordance with the theory or model. In accordance with the research model used in this study, it requires hypothesis testing carried out by t-test and Sobel test.

The t-test according to Ghozali (2017: 96) basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. The testing of the seven hypotheses proposed in this study was carried out based on the critical ratio (CR) value of a causal relationship, presented in table 3.38 as follows:

Table 5
Hypothesis testing

Hypothesis			Estimate	SE	CR	P	Conclusion
DP	→	SC	0.433	0.109	3.985	0.000	Received
DP	→	BI	0.209	0.099	2.097	0.036	Received
SC	→	BI	0.643	0.118	5,443	0.000	Received

Source: Processed primary data, 2022

Based on the results of hypothesis testing as in Table 5 above, it can be explained as follows:

1. Hypothesis 1

The results of the AMOS SEM analysis showed a probability value of 0.000 which is smaller than the significance value of 0.05 ($\alpha=5\%$) or 0.000 <0.05. The results of this

test indicate that hypothesis 1 is accepted, which means that the destination personality variable has a significant effect on the self-congruity variable. CR value of 3.985, meaning that there is an influence of destination personality on self-congruity. The estimate value has a positive value of 0.433 or 43.3%, it can be interpreted that the destination personality has positive results on self-congruity. The positive results produced on the relationship between the variable destination personality and self-congruity indicate that the better and higher the destination personality, the self-congruity felt by a person towards Obelix Hills will increase.

b. Hypothesis 2

The results of the AMOS SEM analysis showed a probability value of 0.036 smaller than the significance value of 0.05 ($\alpha=5\%$) or $0.000 < 0.05$, the results of this test indicate that hypothesis 2 is accepted, which means that the destination personality variable has a significant effect on the behavior intention variable. CR value of 2.097, meaning that there is an influence of destination personality on behavior intention. The estimate value has a positive value of 0.209 or 20.9%, it can be interpreted that the destination personality has positive results on behavior intention. The positive results produced on the relationship between the variable destination personality and behavior intention indicate that the better and higher the destination personality, the behavior intention of a person towards Obelix Hills will increase.

c. Hypothesis 3

The results of the AMOS SEM analysis showed a probability value of 0.000 which is smaller than the significance value of 0.05 ($\alpha=5\%$) or $0.000 < 0.05$, the results of this test indicate that hypothesis 3 is accepted, which means that the self-congruity variable has a significant effect on the behavior intention variable. The CR value is 5.443, meaning that there is an influence of self-congruity on behavior intention. The estimated value has a positive value of 0.643 or 64.3% which means that self-congruity has positive results on behavior intention. The positive results produced on the relationship between the self-congruity variable and behavior intention indicate that the better and higher the self-congruity, the behavior intention of a person towards Obelix Hills will increase.

Intervening Variable Test

The implication of the research model and hypothesis, where there is a direct and indirect relationship between the research variables, it is necessary to conduct an analysis to determine whether there is an indirect influence between the independent variable and the dependent variable through the mediating variable. The analysis of the mediating variables used a multiplication approach which was carried out using the Sobel method. The test criteria according to Ghazali (2017:99) used are critical ratio (CR) t-table ($t=1.96, = 5\%$). Then exogenous variables have a significant effect on endogenous variables through mediating variables. Table 6 presents the results of the analysis of the mediating variable where the CR indicated (*) shows a significant effect.

Table 6
Sobel Test Results

No	Variable			P value	SE	T-Stats	Conclusion
	Free	Mediation	Bound				
1.	X1	Z	Y	0.001*	0.086	3,210*	Significant

Source: primary data processed, 2022

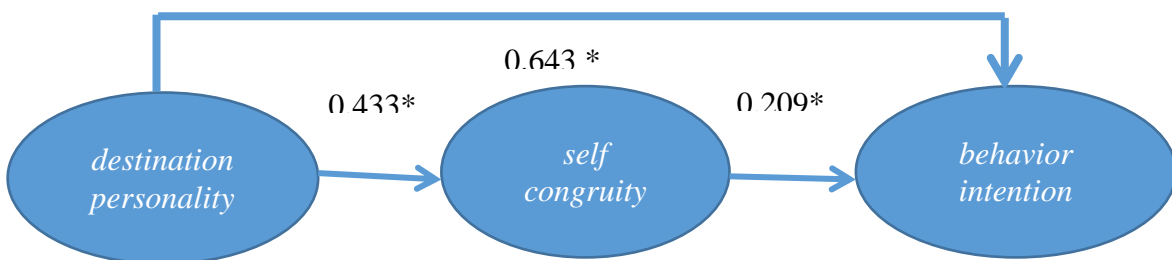
Description: * = significant

The results of the analysis of the mediating variable in Table 6 above show that there is 1 relationship involving the mediating variable and two indirect relationships. The following are two relationships between variables involving the mediating variable, namely:

a. Hypothesis 4

The relationship between the destination personality variable (X2) and the behavior intention variable (Y) through the self-congruity variable (Z). Sobel test analysis results produce a T statistic of 3.210*. This result means T statistic > t-table (t=1.96, = 5%). where these results indicate that self-congruity is able to mediate the influence of destination personality on behavior intention. The coefficient of indirect effect of destination personality on behavior intention through self-congruity is 0.086* which states that destination personality has a significant effect on behavior intention through self-congruity. The self-congruity that a person feels is caused by a good destination personality in a tourist attraction so that it can bring up one's behavior intention.

Based on the research hypothesis model shown earlier, and the results of model evaluation and hypothesis testing and indirect effects (analysis of mediating variables), the research model can be described in Figure 2 below:



*= significant

Source: primary data processed, 2022

Figure 2 Overall Model

4. Discussion

4.1. Destination Personality significant effect on Self Congruity.

The results showed that Destination Personality had a significant effect on Self Congruity. This complement study from Sirgy and Su (2000) that the personality of a tourist destination has a positive effect on self-suitability. It also confirmed the results of previous research conducted by (Ardyan & Wibisono,

2019; Kumar, 2016; Liu et al., 2012; Nugraha & Anggita, 2020; Usakli & Baloglu, 2011). Brand personality can affect user image that is transferred to the brand from individuals who are considered to be typical brand users (Klipfel et al., 2014). User image will occur if the image of the transferred brand image is in accordance with the tourists themselves. The concept of self-harmony is the suitability/mismatch between the perception of the destination image and the tourist's self-image (Ahn et al., 2013). Eventually, brand personality will have an impact on the relationship between brands and consumers (Park and Jung, 2010).

Destination personality and self-suitability are two important cognitive constructs in tourism marketing (Kumar, 2016). Self-fit theory states that if a destination is positioned in such a way that its personality matches the personality of the visitor, it is likely that tourist behavior towards the destination will be positively influenced (eg behavior intention). If we are able to understand the relationship between the personality of the destination and the visitor's self-concept, we may gain more precise insights into tourist behavior (Usakli & Baloglu, 2011).

4.2. Self Congruity.significant effect on Behavior Intention

The results showed that Self Congruity had a significant effect on Behavior Intention. Self-conformity is the compatibility between the perception of the destination image and the tourist's self-image (Ahn et al., 2013). Self-suitability is a relationship between self-concept, and the symbolic value of the purchased brand will influence tourist behavior (Chon, 1992). Consumers buy products or brands that they believe have the same symbol images and complement their self-image (Phucharoen et al., 2016). Self-conformance can predict consumer behavior (Hosany & Martin, 2012) such as behavior intention

Based on the basic hypothesis in self-conformity theory is that consumers tend to choose products or brands that are in accordance with one's self-concept (Usaki and Baloglu, 2011). This idea suggests that the greater the degree of conformity, the higher the likelihood of intention to purchase. According to the basic concept of theory self Congruity is that consumers tend to choose brands and services whose personality and image are consistent with their own personality and image (Aaker', n.d.; Belanche et al., 2021) Self-congruity theory proposes that consumer behavior is determined, in part, by cognitive matching between the value-expressive attributes of a product or brand and the consumer's self-concept (Sirgy et al., 1991). Self Congruity can predict various types of consumer behavior such as product use, purchase intention, repeat intention, store choice and store loyalty (Govers & Schoormans, 2005; Hosany & Martin, 2012; Sirgy et al., n.d.).

4.3. Destination Personality.significant effect on Behavior Intention

The results showed that Destination Personality had a significant effect on Behavior Intention. Brands that have human characteristics will make consumers have a close relationship with the brand (Avis & Aitken, 2015). A close relationship with the brand will affect consumer desires (behavior intention). Destination personality can influence preference and choice behavior (Murphy et

al., 2007). such as behavior intention. Tourists are more likely to have a desire to visit destinations that appear personalized.

Destination Personality consists of characteristics that encourage or discourage tourists to continue visiting the destination (Suryaningsih et al, 2020). Destination Personality can be used as a viable metaphor for building a destination brand and constructing a unique identity for tourist attractions (Ekinici & Hosany, 2006). A unique and distinctive destination personality helps in building a tourist destination brand which in turn leads to positive behavioral intentions. If tourists know and are aware of the brand of a destination, it will be taken into consideration in choosing alternative destinations and create a desire to visit. This is because Destination Personality is a destination branding using human characteristics (Kim et al., 2018). Finally, understanding brand personality is essential as consumers choose brands with personalities that are acceptable to them (Aaker', n.d.).

4.4. Destination Personality has a significant effect on Behavior Intention through Self Congruity

The results showed that Destination Personality had a significant effect on Behavior Intention through Self Congruity. The results of this study found that the perceived compatibility between the tourist's self-concept and the personality of the destination can affect behavior intention towards destinations that have never been visited. That is, if tourists find a destination that has a Destination Personality that is in accordance with Self Congruity, it will cause a desire to visit that destination. Destination Personality can build relationships that match the self-concept to form Self Congruity, which in turn affects Behavior Intention (Belanche et al., 2021; Usakli & Baloglu, 2011). The greater the match between the personality of the destination and the visitor's self-concept, the more likely the visitor will have a favorable attitude toward the destination (Sirgy & Su, 2000). The higher the similarity between the personality of the destination and the self-concept of tourists, the greater the chance of developing favorable attitudes among tourists towards the destination (Kumar, 2016) This favorable attitude can affect the intention to revisit or the willingness to recommend the destination (Kumar, 2016). The findings of this study will help in understanding how the concept of self-congruence predicts the complex behavior of tourists

5. Conclusion

This study concludes that (1). destination personality has a significant influence on self-congruity, (2) self-congruity has a significant effect on behavior intention, (3) destination personality has a significant influence on behavior intention, (4) destination personality has a significant influence on behavior intention through self-congruity.

The findings of this study have important implications for destination marketers: first, marketers must highlight the destination personality in each of their promotions so that tourists know that their tourist destinations can be used to express themselves so that they can attract tourists to visit. Destination personality has a positive effect on tourist behavioral intentions, this is a good sign for destination marketers to focus on developing marketing strategies that underline the unique personality of their destinations. Second, marketers must strengthen the branding of the destination, this

is because there are many alternative tourist destinations that can be visited by tourists. The high competition between destinations in the world, product similarities and increasing substitutions have resulted in tourists becoming immune to promotion solely on the functional attributes of the destination.

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