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Pengaruh *Environmental sustainability perception*, *Brand Attractiveness* terhadap *Customer Brand Identification* (Studi Pada Pengunjung pameran baby and kids expo Kota Bandung)

Oleh

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S.Tr.Par Politeknik Pariwisata Palembang, 2021

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Pariwisata (M.Par.) pada Sekolah Pascasajana

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PENGARUH *ENVIRONMENTAL SUSTAINABILITY PERCEPTION*,
BRAND ATTRACTIVENESS TERHADAP *CUSTOMER BRAND*
IDENTIFICATION

(Studi pada Pameran *Baby and Kids Expo Bandung*)

PENELITIAN TESIS

diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar
Magister pariwisata pada Program Studi Magister Pariwisata
Sekolah Pascasarjana Universitas Pendidikan Indonesia



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2024**

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Pengaruh *Environmental Sustainability Perception, Brand Attractiveness*
terhadap *Customer Brand Identification*
(Studi Pameran Baby and Kids Expo)

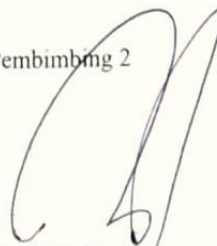
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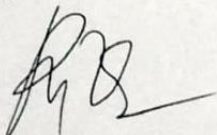
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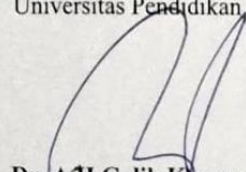
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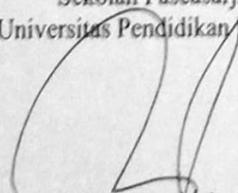
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HALAMAN PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul Pengaruh *Environmental sustainability perception, Brand Attractiveness* terhadap *Customer Brand Identification* (Studi pada Pameran *Baby and Kids Expo Bandung*) ini beserta seluruh isinya adalah benar-benar karya saya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila dikemudian hari ditemukan adanya pelanggaran terhadap etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, 2 Mei 2024

Yang membuat pernyataan,



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Penulis ingin menggambarkan kajian secara mendalam tentang Pengaruh *Environmental sustainability perception, Brand Attractiveness* terhadap *Customer Brand Identification* (Studi pada Pameran *Baby and Kids Expo Bandung*). Penulis berharap semoga tesis ini dapat memberikan manfaat bagi para praktisi pariwisata dan perkembangan ilmu pengetahuan, khususnya bidang kajian pariwisata bidang pameran serta dapat dijadikan salah satu rujukan bagi peneliti atau penulis karya ilmiah lainnya. Akhir kata penulis berbesar hati apabila para pembaca dapat memberikan kritik dan saran dalam rangka proses penulisan dan penelitian berikutnya.

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Bandung, 2 Mei 2024



Alba Romizal, S.Tr.Par

ABSTRAK

ALBA ROMIZAL, 2208305, “Pengaruh *Environmental sustainability perception, Brand Attractiveness* terhadap *Customer Brand Identification* (Studi Pada Pengunjung pameran baby and kids expo Kota Bandung) di bawah bimbingan Caria Ningsih, S.E., M.Si., Ph.D dan Dr. Ahmad Hudaiby Galihkusumah, S.ST., M.M

Penelitian ini bertujuan menganalisis pengaruh *environmental sustainability perceptin, brand attractiveness* terhadap *customer brand identification* studi pada pameran baby and kids bandung, Pameran yang semakin berkembang pesat akan menjadikan persaingan yang sangat kompetitif, persaingan ini menjadikan peran penting event organizer sebagai penyelenggara acara agar demi memperkuat brand mereka harus memberikan pengalaman yang berbeda dari pameran satu dengan pameran lain, peneliti mengajukan dua variabel yang bisa di amati pada sudut pandang pengunjung terkait bagaimana pengunjung dapat mengidentifikasi pameran, pertama peneliti mengajukan konsep variabel green branding dengan memakai variabel *environmental sustainability perception* kedua konsep brand attractiveness, yang dapat berpengaruh terhadap *customer brand identification*. Pada konsep tentang green branding peneliti menggunakan variabel *environmental sustainability perception* dengan dimensi *technology based-used concumtion reduction* dan *reduction of exhibition supplies*, lalu sebagai variabel x satu, dan sebagai variabel x yang kedua peneliti memakai variabel brand attractiveness, sehingga peneliti menguji pengaruh kedua variabel eksogen ini dengan variabel endogen *customer brand identification*, data disebar menggunakan kuisisioner dan dikumpulkan. dianalisis menggunakan metode SEM menggunakan alat analisis SEM AMOS, dan dari data yang telah diolah diketahui bahwa konsep *environmental sustainability perception*, tidak berpengaruh namun signifikan. Sedangkan konsep brand attractiveness berpengaruh signifikan.

Kata Kunci:

Pameran, Brand, Branding, Pariwisata.

ABSTRACT

ALBA ROMIZAL, 2208305, “The Effect of Perceptions of Environmental Sustainability, Brand Attractiveness on Customer Brand Identification (Study on Visitors to the baby and kids expo exhibition in Bandung City) under the supervision of Caria Ningsih, S.E., M.Si., Ph.D and Dr. Ahmad Hudaiby Galihkusumah, S.ST., M.M.

This study analyzes the effect of environmental sustainability perceptin, brand attractiveness on customer brand identification studies at the baby and kids bandung exhibition, Exhibitions that are growing rapidly will make competition very competitive, this competition makes the important role of event organizers as event organizers so that in order to strengthen their brand they must provide a different experience from one exhibition to another, the researcher proposes two variables that can be observed from the visitor's point of view regarding how visitors can identify the exhibition, first the researcher proposes the concept of green branding variables by using environmental sustainalelity perception variables and the second concept of brand attractiveness, In the concept of green branding, researchers use the environmental sustainability perception variable with the dimensions of technology-based-used concumtion reduction and reduction of exhibition supplies, then as an x two variable, researchers use the brand attractiveness variable, so that researchers test these two exogenous variables with endogenous customer brand identification variables, the data is distributed using questionnaires and collected analyzed using SEM using the AMOS SEM analysis tool, and from the data that has been processed it is known that the concept of environmental sustainability perception has no effect but is significant. While the concept of brand attractiveness has a significant effect.

Keyword

Exhibition, Brand, Branding, Tourism.

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