

## STRUCTURAL EQUATION MODELING (SEM) ANALYSIS OF CREATIVE VIDEO COMPETITION EVENT ON THE BRAND IMAGE OF "BOGOR SPORT AND TOURISM" AS BRANDING BOGOR REGENCY

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### Abstract

The purpose of this research is to find out how the Bogor Regency branding campaign (city branding) "Bogor Sport and Tourism" can shape the brand image of Bogor Regency as a sports and tourism destination through the activity of "Creative Video and Singing Competition" about tourist destinations in Bogor Regency. This activity is one of the efforts to build its destination brand in terms of communication with its city branding stakeholders (city branding). The stimulus-response theory was used in this title-related research. This is a quantitative study that uses PLS-SEM data analysis. This study's population consisted of 67 participants who had gone through the selection stage to determine the winner. The study employed quota sampling. The findings revealed that the government must continue improving event marketing to improve brand image. According to the research findings, brand image improves when event marketing performance is successful. Event marketing can be strengthened by strengthening its forming constructs: individual, innovation, integrity, intensity, interaction, and involvement. At the same time, brand image can be seen in infrastructure, landscape, structure, and behavioural aspects.

**Keywords:** Bogor, Sport, Tourism, city branding, brand image, effectiveness

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### INTRODUCTION

Building the identity of a city in the concept of marketing is closely related to the construction of positioning and *brand* image, communication activities both communicators and communications that are closely related to the management of the image of an area (*city image*). The identity of a place is often referred to as the concept of city naming (city branding) to highlight the particular characteristics of each city/place.

Kavaratzis sees *place marketing* as a communication activity, not just a promotion. A *placed image* (*city image*) needs to combine and organize a series of marketing measures because one set has implications for the effectiveness of another. At the same

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time derived from the realization that meeting with the city takes place through perception and image, so the marketing objective of the city is not the city 'itself' but its image. He added that the formulation of images and the communication of images plays an essential role in the city's marketing mix.<sup>1</sup>

This is in line with Allen's view where in principle, a city or region/region can build a *brand* as an extension of the theory of *corporate branding*, which means that a city must develop planning and communication strategies to promote uniqueness, culture, and *events*. And regional potential in the global market. Allen also explained that images of a place could be formed internally, by residents or people close to a place or externally, by potential customers. The perception of such images can overlap or have little in common and may change over time. The importance of understanding image shaping from a brand perspective is that it can potentially impact several key brand building blocks, including *brand identity*, service and stakeholder alignment, and marketing strategy.<sup>2</sup>

On April 22, 2019, Bogor Regency launched the brand "*The City of Sport and Tourism*" branding Bogor Regency (city branding). In 2020, the brand changed slightly to "*Bogor Sport and Tourism*". This brand was launched based on the potential that has become an asset that has been owned so far, consisting of 11 international golf courses, the architecture of the Pakansari Stadium is recorded to be part of the 14 lists of the best architectural designs in the world. The potential of the Sentul Circuit is also the flagship of this area which has established its city as a sports city.<sup>3</sup>

Bogor Regency is one of the regions/places in Indonesia that has the potential as a tourist destination in one of the provinces in West Java. In addition to the sports assets previously mentioned, 55 tourist attractions, 18 recreational and public entertainment venues, 253 art studios with 25 tourist villages equipped with 395 accommodation facilities, and 524 restaurants are to be enjoyed by a total of 7.3 million tourists visiting Bogor Regency per year.

The condition of Bogor Regency, with all its potential, also has challenges in building the identity and image of its city through the *Bogor Sport and Tourism* brand, with a total of 5965410 million people spread across 40 sub-districts, 19 urban villages, and 416 villages with an area of 296.8km<sup>2</sup>.<sup>4</sup>

Although communication is considered necessary in conveying the identity of the city, which later becomes the image of the city, more is needed to make this happen.

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<sup>1</sup> Michalis Kavaratzis, 'From City Marketing to City Branding: Towards a Theoretical Framework for Developing City Brands', *Place Branding*, 1.1 (2004), 58–73 <<https://doi.org/10.1057/palgrave.pb.5990005>>.

<sup>2</sup> George Allen, 'Place Branding : New Tools for Economic Development', 2007, 60–68.

<sup>3</sup> 'Kabupaten Bogor The City Of Sport and Tourism', 2019.

<sup>4</sup> BPS Kabupaten Bogor, 'Kabupaten Bogor Dalam Angka 2020', 2020 <[https://westjavainc.org/wp-content/uploads/2016/04/Kabupaten-Bogor-Dalam-Angka-2015\\_opt.pdf](https://westjavainc.org/wp-content/uploads/2016/04/Kabupaten-Bogor-Dalam-Angka-2015_opt.pdf)> [accessed 28 February 2023].

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Anholt proposed the concept of 3S in building a competitive identity, namely strategy, *substance*, and *symbolic action*.<sup>5</sup> The Bogor Regency Government needs to pay attention to the concept offered by Anholt in planning and communicating the name of its city when it wants to realize the target of 7,275,000 domestic tourist visits and 225,000 foreign tourists. This condition is a challenge for the government in communicating with the Bogor *Sport and Tourism* brand.<sup>6</sup>

Although many studies state that brands have power for consumers, the reality is that many brands, both public and individuals, have limitations. These limitations are related to the brand's three characteristics: having a perceptual entity, being constructed and experienced in an institutional/institutional environment, and being sued.<sup>7</sup> Karens, Eshuis, and Klijn's research on the case of the European Union brand and the political beliefs of economic students in Belgium, Poland, and the Netherlands. The results showed a consistently positive and significant effect of applying the EU brand to trust policy in all countries and for both policies included in the experiment—even in the Netherlands, a country characterized by negative overall EU sentiment. These findings provide some of the first empirical evidence of the effectiveness of branding for public policy.<sup>8</sup>

Nevertheless Hankinson, the study of the development of conceptual models of place brands goes beyond the conceptualization currently found in the literature and, it is said, reflects the reality faced by marketers of the place as a destination. A paper that begins with an analysis of classical branding literature and an emerging literature review related to relational exchanges and network marketing paradigms. Four schools of thought are identified for the nature of the brand. This includes the brand as a communicator, the brand as a perceptual entity or image, the brand as a value enhancer and the brand as a relationship. A review of the marketing literature of the place shows that the focus to date has been more on the brand as a perceptual entity or image. Hankinson argues that this kind of conceptualization has limited the development of place brands in general and destination brands in particular. The place brand model is presented based on the concept of the brand as a relationship with consumers and other stakeholders, focusing on behaviour rather than communication and reality rather than imagery.<sup>9</sup>

The conclusion of this Hankinson study in the context of destinations, the model implies that successful branding requires: *first*, investment in enough brand buildings and infrastructure to make the promised brand experience a reality, *secondly* a strong network of stakeholder relationships that all share the same vision of the core brand, *thirdly*

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<sup>5</sup> Rahmat M Yananda and Umami Salamah, *Branding Tempat. Membangun Kota, Kabupaten, Dan Provinsi Berbasis Identitas* (Jakarta: Makna Informasi, 2014).

<sup>6</sup> Yananda and Salamah.

<sup>7</sup> René Karens and others, 'The Impact of Public Branding: An Experimental Study on the Effects of Branding Policy on Citizen Trust', *Public Administration Review*, 76.3 (2016), 486–94 <<https://doi.org/10.1111/puar.12501>>.

<sup>8</sup> Karens and others.

<sup>9</sup> Graham Hankinson, 'Relational Network Brands: Towards a Conceptual Model of Place Brands', *Journal of Vacation Marketing*, 10.2 (2004), 109–21 <<https://doi.org/10.1177/135676670401000202>>.

Selection of target markets that are consistent with each other and with the character of the local community, *all four* service-oriented approaches to quality delivery. Based on this study, Hankinson advocates testing this proposition and determining the exact nature of the relationship between the identified variables and brand success. Further empirical work is of great importance. While there has recently been considerable work on the perception aspect of destination brands, there needs to be more research on the role of stakeholder relationships and networks in developing destination brands. In addition, a key concern to local authorities is the role played by relationships with local communities and employees in building a successful destination brand. While research has examined the congruence between a potential traveller's self-image and their perception of a destination's customers, there needs to be more research on travellers' perceptions of the residents of a destination.

Based on the above exposure and the condition of Bogor Regency, which has just launched the naming of its city with all its complexity, seeks to make marketing activities active, which gives rise to the hypothesis of the need for brand experience in the second hypothesis of Hankinson through the involvement of a strong network of stakeholder relationships that all share the same vision of the brand of the place, in this context is the public involvement of *the brand Bogor Sport and Tourism* in translating the identity of the brand as an image of the brand public brand that participates in creative video making competitions and or singing as special activities during the pandemic, where one of the requirements is to make creative videos and singing competitions featuring destinations for sports destinations and DTW Bogor Regency. So it can be formulated that the purpose of this study is to determine the effectiveness of the creative video-making *competition event* on the *brand image* of "Bogor Sport And Tourism" as *the branding* of Bogor Regency.

## RESEARCH METHODS

This survey study was part of a *nonprobability* sampling group with quota sampling techniques. Quota sampling is a technique for determining samples from populations with specific characteristics to reach numbers.<sup>10</sup> This data-gathering activity has three critical objectives: analyzing the natural state that occurred at the time, measurably identifying the present state to be compared, and determining the relationship between specific events. The survey research model is the best model for collecting original data to analyze the state of the population. The population and sample in this study were 67 people, participants who were involved in activities (*events*) organized by the Bogor City Government to communicate the brand "Bogor Sport and Tourism" in various tourist destinations.

The sampling technique used is quota sampling (saturated), where all population numbers are sampled. At the same time, the measuring instrument is a Likert scale as a closed question about activities (*events*) as a marketing strategy for the brand "Bogor Sport and Tourism" with a brand image in the minds of 67 participants in the "Creative and Singing Video" competition which gives rise to various tourist destinations in Bogor Regency that are following the name of the city. The Likert scale measures attitudes,

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<sup>10</sup> Sugiyono, *Metode Penelitian Pendidikan Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2017).

opinions, and perceptions about social phenomena. This scale will be used in this study to measure respondents' opinions and perceptions regarding competition event variables and brand images based on the concept of primary communication of city imagery.<sup>11</sup>

Statistical analysis in this study used *PLS-SEM* analysis. The study will be conducted in the fourth week of November 2020. An iterative indicator approach is used to build a high level of reflective constructs of event marketing and brand image. Individual, *innovation, integrity, intensity, interaction* and *involvement* constructs represent the low-level constructs of the more general high-level construction event marketing, which are measured using their forming indicators, meaning that all reflectively measured low-level component indicators are simultaneously assigned to the reflective measurement model of high-level constructs, likewise with the *brand image* construct, built from the constructs that form it, namely *infrastructure, landscape, structure* and *behavioural*. Regarding structural model specifications, the six individual antecedent constructs, *innovation, integrity, intensity, interaction* and *involvement*, are directly related to the high-level components of event marketing. Similarly, brand image is now directly related to the four criteria variables *infrastructure, landscape, structure* and *behavioural* (Table 1); this is in line with Becker et al., we use Mode A to estimate event marketing variables as well as brand image.<sup>12</sup>

**Table 1.** Hierarchical components of research

Lower Order Composites	Higher-Order Composites
Individual	Event Marketing
Innovation	
Integrity	
Intensity	
Interaction	
Involvement	
Infrastructure	Brand Image
Landscape	
Structure	
Behavioural	

**Source:** Analysis results from secondary data sources

Explanation of variables and indicators ..... (can be seen in Table 2)

**Table 2.** Explanation of Variables and indicators

Variable	Composite	Indicator	Description
Event Marketing	Involvement	Involvement1	I am interested in participating in creative video and singing competitions because it has an exciting DTW (Tourist Attraction) to visit.

<sup>11</sup> Sugiyono.

<sup>12</sup> Jan Michael Becker, Kristina Klein, and Martin Wetzels, 'Hierarchical Latent Variable Models in PLS-SEM: Guidelines for Using Reflective-Formative Type Models', *Long Range Planning*, 45.5-6 (2012), 359-94 <<https://doi.org/10.1016/j.lrp.2012.10.001>>.

<b>Variable</b>	<b>Composite</b>	<b>Indicator</b>	<b>Description</b>
		Involvement2	DTW Bogor Regency, in my opinion, is attractive to video in this competition
		Involvement3	Participating in this competition allowed me to introduce DTW to the broader community.
		Involvement4	The prizes in this competition made me interested in participating.
	Interaction	Interaction1	All information about the innovative video and singing competition can be asked of the competition committee.
		Interaction2	My interaction with the committee to take part in this competition is through the Instagram account @bogor_sportandtourism
		Interaction3	Instagram admin @bogor_sportandtourism answer questions related to the competition quickly.
		Interaction4	Instagram admin @bogor_sportandtourism answer questions related to the competition.
	Intensity	Intensity1	This competition made me interested in visiting other DTWs in Bogor Regency.
		Intensity2	This competition made me more familiar with DTW in Bogor Regency.
		Intensity3	This competition can make people get to know DTW in Bogor Regency.
	Individuali	Individuali1	I participated in this competition because I had visited DTW Bogor Regency.
		Individuali2	I think Bogor regency has an interesting DTW to video.
		Individuali3	I made and disseminated the DTW video of Bogor Regency can attract visitors.
		Individuali4	I helped promote DTW Bogor Regency by participating in this competition.
	Innovation	Innovation1	The video I made highlights the potency of DTW Bogor Regency.
		Innovation2	My video uses a simple editing technique app.
		Innovation3	My video uses an application of complicated editing techniques.
		Innovation4	The visuals in the video I made illustrate DTW Bogor Regency's potential.

<b>Variable</b>	<b>Composite</b>	<b>Indicator</b>	<b>Description</b>
		Innovation5	The video I made brings up the supporting facilities of DTW Bogor Regency.
		Innovation6	My video shows access to DTW.
		Innovation7	My video shows the hospitality of the people in the DTW area.
	Integrity	Integrity1	This competition moved the public to make DTW videos in Bogor Regency.
		Integrity2	This competition aims to introduce DTW in Bogor Regency.
		Integrity3	This competition helps promote audio and visual DTW in Bogor Regency.
		Integrity4	Competition participants are involved in promoting the city branding of Bogor sport and tourism.
		Integrity5	My contested video shows the Bogor sport and tourism logo
Brand Image	Landscape	Landscape1	Bogor Regency provides a wide selection of tourist attractions (DTW) destinations.
		Landscape2	DTW Bogor Regency introduced through the campaign
		Landscape3	DTW Bogor Regency has visual appeal
		Landscape4	The appeal of DTW shown in the video can attract visitors.
		Landscape5	Bogor Regency has DTW sports in a calm natural environment.
		Landscape6	DTW sports assets of Bogor Regency are golf courses
		Landscape7	DTW assets of paragliding sport Bogor Regency in Cisarua
		Landscape8	DTW assets of motor racing sports in Sentul
		Landscape9	DTW's asset for Bogor Regency football is the Pakansari Stadium
		Landscape10	All DTW assets in Bogor Regency are of international standard.
	Infrastructure (DTW)	Infrastructure1	DTW Bogor Regency is easily accessible
		Infrastructure2	DTW has a decent toilet
		Infrastructure3	DTW has adequate parking space
		Infrastructure4	DTW has a clean mosque
		Infrastructure5	At DTW, there are food and beverage stalls.
		Infrastructure6	Around DTW, there are lodgings.
		Infrastructure7	DTW provides complete information

Variable	Composite	Indicator	Description
Infrastructure / DTW Sports		Infrastructure8	DTW Bogor Regency is easily accessible
		Infrastructure9	DTW has a decent toilet
		Infrastructure10	DTW has adequate parking space
		Infrastructure11	DTW has a clean mosque
		Infrastructure12	At DTW, there are food and beverage stalls.
		Infrastructure13	Around DTW, there are lodgings.
		Infrastructure14	DTW provides complete information
Structure		Structure1	The local government is involved in the management of DTW in Bogor Regency.
		Structure2	The local community manages DTW.
Behavioural		Behavioral1	The food and beverage stalls around DTW are local
		Behavioral2	Food and beverage stall vendors serve visitors well.
		Behavioral3	DTW facility service officers are the surrounding community
		Behavioral4	DTW facility service officers perform their duties well
		Behavioral5	Access to DTW has illegal levies.
		Behavioral6	DTW has activities to attract visitors

**Source:** Analysis results from primary data sources

## RESULTS AND DISCUSSION

### SEM-PLS Measurement Results

In this measurement, a two-level evaluation is carried out; in the first step, the PLS algorithm is carried out to evaluate the low-level composite measurement model (*Low Order Construct / LOC*). The second step evaluates the measurement model and the high-level composite structural model. Evaluation of the measurement model allows us to check the validity and reliability of the proposed scale before proceeding to evaluate the structural model (Figure 2).

#### Evaluation Low-level model measurement (LOC)

Low-level composite measurement models are evaluated based on four criteria to meet the reliability and validity of the model: reliability of individual items, reliability of constructs, the validity of convergence, and validity of discriminants.

**Table 3.** Reliability and Validity of LOC

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavioural	0.894	0.897	0.922	0.703



Individual	0.886	0.888	0.930	0.815
Infrastructure	0.970	0.970	0.973	0.752
Innovation	0.804	0.815	0.872	0.630
Integrity	0.920	0.925	0.943	0.807
Intensity	0.920	0.923	0.950	0.863
Interaction	0.893	0.893	0.926	0.759
Involvement	0.855	0.860	0.902	0.697
Landscape	0.919	0.923	0.933	0.607
Structure	0.702	0.711	0.870	0.770

Source: PLS Application

**Table 4.** Fornell and Larcker criterion LOC.

	Behav ioural	Indiv idual	Infrastr ucture	Innov ation	Inte grity	Inte nsity	Inter action	Involv ement	Land scape	Stru cture
Behavi oural	0.839									
Individ ual	0.693	0.903								
Infrastr ucture	0.865	0.750	0.867							
Innova tion	0.720	0.710	0.666	0.793						
Integrit y	0.767	0.819	0.699	0.809	0.898					
Intensit y	0.636	0.868	0.590	0.654	0.869	0.929				
Interac tion	0.776	0.683	0.805	0.644	0.660	0.605	0.871			
Involv ement	0.721	0.817	0.662	0.727	0.823	0.874	0.616	0.835		
Landsc ape	0.853	0.812	0.792	0.789	0.864	0.792	0.740	0.851	0.779	
Structu re	0.893	0.628	0.850	0.636	0.621	0.460	0.713	0.565	0.746	0.877

Source: PLS Application

**Evaluation of high-level model measurements (HOC)**

At a high level of measurement, evaluation using mode A (reflective) is also identified to meet the reliability and validity of the model: reliability of individual items, reliability of constructs, the validity of convergence, and validity of discriminants. It is known that all constructs exceed the reference threshold. In testing the reliability of Cronbach alpha, rho\_a, and composite reliability values, all values are more significant than 0.7. At the same time, for testing the validity of AVE values greater than 0.5 and also Fornell and Larcker Criteria, the square root value of AVE for each latent variable is greater than the correlation it has with other latent variables in the model. Values

indicating that there is sufficient discriminatory validity under Fornell and Larcker's criteria are indicated in bold diagonals (Table 5)

**Table 4.** Reliability and Validity of HOC

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Brand Image	0.952	0.961	0.965	0.875
Event Marketing	0.946	0.947	0.957	0.789

**Source:** PLS Application

**Table 5.** Fornell and Larcker's criterion of HOC

	<b>Brand Image</b>	<b>Event Marketing</b>
Brand Image	0.935	
Event Marketing	0.864	0.889

**Source:** PLS Application

## Evaluation of the HOC Structural Model

### Evaluation of the Path Coefficient

The path coefficients and their significance are reported in Table 6 and Figure 2, with 1,000 levels of bootstrap resampling. The study also evaluated quality by verifying that Q2 values were more significant than 0.5, indicating high predictive relevance.<sup>13</sup> It shows a good fit in the model prediction.

**Table 6.** Results of the Influence of Event Marketing on Brand Image

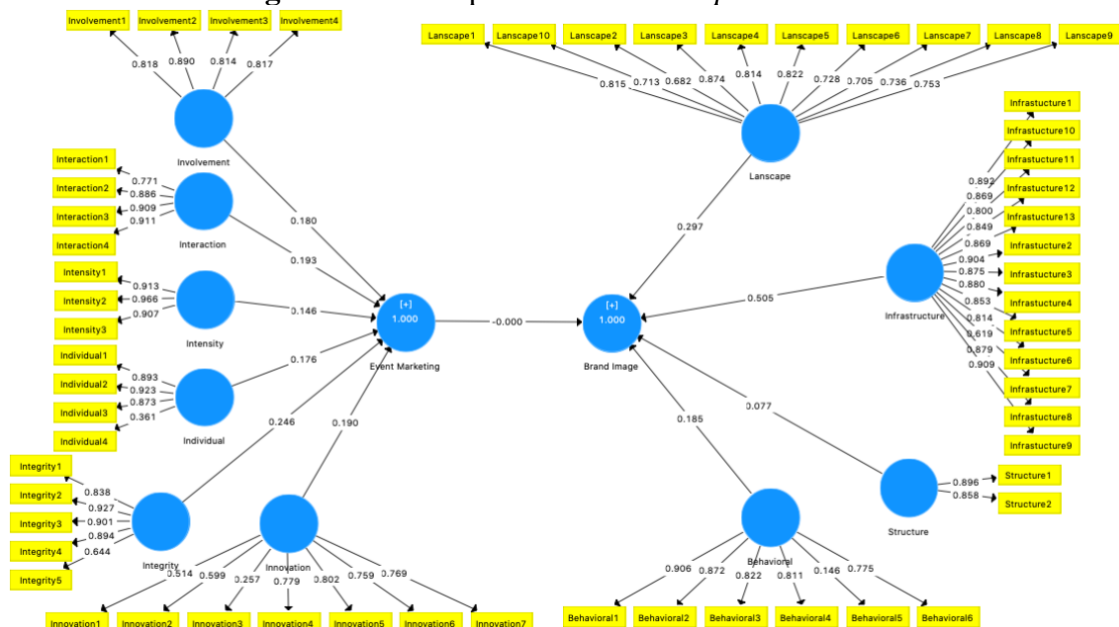
	<b><math>\beta</math></b>	<b>T Statistics</b>	<b>P Values</b>	<b>f<sup>2</sup></b>	<b>Q<sup>2</sup></b>	<b>R<sup>2</sup></b>
Event Marketing -> Brand Image	0.86	11.257	0.000	2.95	0.58	0.74
	4			4	8	7

**Source:** PLS Application

<sup>13</sup> Joseph F. Hair and others, 'When To Use And How To Report The Results of PLS-SEM', *European Business Review*, 31.1 (2019), 2–24 <<https://www.emerald.com/insight/content/doi/10.1108/EBR-11-2018-0203/full/pdf?title=when-to-use-and-how-to-report-the-results-of-pls-sem>>.

The results of this study show that the better the event marketing performance, the more positive and significant impact on the brand image at the level of 5%; The higher / better the event marketing, the higher the brand image. The coefficient of determination ( $R^2$ ) represents a measure of predictive power. It shows the sum of the variances of a construct described by the predictor variables of that endogenous construct in the model. The value of  $R^2$  ranges from 0 to 1; the higher the value, the more predictive capacity the model has for the variable. Chin states that 0.67 is substantial, 0.33 is moderate, and 0.19 is weak.<sup>14</sup> The  $R^2$  value obtained is included in the substantial category so that it can be concluded that the marketing event is good in explaining variations of the brand image (Table 6). The value of  $R^2$  is calculated, including and excluding certain predictor constructs in the model. Cohen's heuristic rule for evaluating  $f^2$  states that  $0.02 < f^2 < 0.15$  minor effects;  $0.15 < f^2 < 0.35$  is a moderate effect;  $f^2 > 0.35$  is a significant effect.<sup>15</sup> The results in Table 6 show that the influence between exogenous construct event marketing and its contribution to brand image (2,954) has a major and significant effect.

**Figure 1.** First step: *lower order component model*

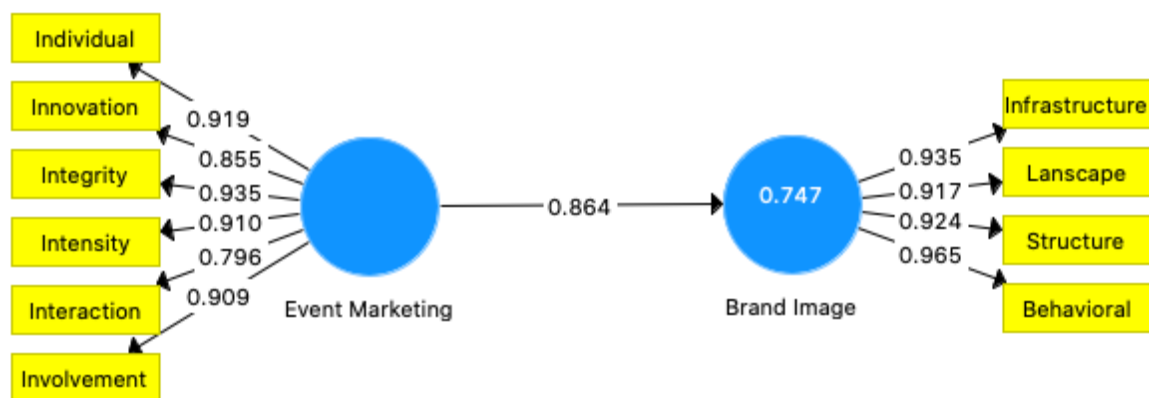


Source: PLS Application

**Figure 2.** Step two: *higher-order composites' structural model*. The effect of event marketing on a brand image as higher-order constructs (HOC)

<sup>14</sup> Wynne W Chin, 'The Partial Least Squares Approach to Structural Equation Modeling', in *Modern Methods for Business Research*, ed. by George A. Marcoulides (New York: Psychology Press, 1998), pp. 295–336.

<sup>15</sup> Jacob Cohen, 'Set Correlation and Contingency Tables', *Applied Psychological Measurement*, 12.4 (1988), 425–34 <<https://doi.org/10.1177/014662168801200410>>.



Source: PLS Application

## CONCLUSION

Using a structural equation modelling approach, the study's results revealed that to improve the brand image, the government must continuously improve event marketing. Research findings show that brand image increases when event marketing performance performs well—strengthening event marketing by strengthening its forming constructs, namely individual, innovation, integrity, intensity, interaction and involvement. In contrast, the brand image can be seen from infrastructure, landscape, structure and behavioural.

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