

VISITOR CHARACTERISTICS AND DESTINATION BRAND EQUITY: THE CASE OF *TEBA MAJALANGU* AGROTOURISM

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Abstract. Tourist perceptions of Destination Brand Equity play a significant role in both the characteristics and segmentation of tourist destinations, as well as in increasing tourist loyalty and revenue generated from these destinations. This study was conducted to examine visitor characteristics and to assess the condition of destination brand equity in *TeBa Majalangu*. The sample size was 96. The population in this study was *TeBa Majalangu* visitors. This study was analyzed using both qualitative and quantitative descriptive methods. The research evaluates seven indicators of destination brand equity. The findings reveal that *TeBa Majalangu* generally has strong brand equity, particularly in terms of price suitability and revisit intention, although improvements are needed in consumer interest and recommendations. These results suggest that enhancing interactive agricultural experiences and promotional strategies could strengthen visitor engagement and advocacy. This study contributes to the destination brand equity literature by emphasizing the importance of integrating agricultural education and experiential elements in developing sustainable agrotourism brands, enhancing visitors' desire to recommend *TeBa Majalangu* Agrotourism.

1 Introduction

The conversion of agricultural land to non-agricultural use is becoming increasingly widespread, posing a threat to environmental sustainability, especially in areas designated as green spaces. Maintaining synergy between the agricultural and tourism sectors is a crucial strategy for mitigating this pressure, as integrating the two sectors can preserve the ecological function of the land while generating economic benefits for the community. Several countries have successfully implemented this approach, such as Thailand, which has the potential to help achieve the Sustainable Development Goals (SDGs), particularly in promoting sustainable, domestically driven economic growth post-COVID-19, and China, particularly

the Beijing region, which has utilized peri-urban areas through the management of green resorts to create balanced economic, social, and environmental benefits [1,2].

This approach aligns with the concept of agrotourism, which is a form of tourism that uses agricultural potential as its main attraction through natural scenery, production activities, and the culture of farming communities [3–5]. The Bali Provincial Government is also striving to develop agriculture-based tourism as a strategy for environmental conservation, local culture, and sustainable tourism potential [6]. One destination that represents this development direction is the *TeBa Majalangu* Agrotourism Park in Kesiman Kertalangu Village, East Denpasar. This 1.4-hectare destination combines agricultural activities, education, and recreation, aligning with the growing public interest in healthy lifestyles and nature-based tourism. To be competitive and attract visitors, agrotourism managers need to develop appropriate marketing strategies aligned with market needs [7].

The success of this strategy is greatly influenced by an understanding of visitor characteristics and perceptions. Visitor characteristics offer insights into tourist preferences, motivations, and behaviors, which are crucial for guiding the direction of destination development. Meanwhile, perceptions of destination brand equity play a significant role in shaping the image, satisfaction, and loyalty of tourists, which ultimately determines the sustainability of the destination [8]. In this regard, this study aims to analyze visitor characteristics and their perceptions of destination brand equity at *TeBa Majalangu* Agrotourism Park in Denpasar. The novelty of this study lies in its attempt to integrate the destination brand equity framework with urban agrotourism management that emphasizes environmental sustainability. This approach is still rarely studied in Indonesian tourism literature. The results of this study are expected to strengthen the theoretical model of agrarian-based destination brand equity and provide practical implications for managers in formulating agrotourism development and marketing strategies that are economically, socially, and ecologically balanced.

2 Methodology

2.1 Research location

This research was conducted at *TeBa Majalangu* Agrotourism, Denpasar, Bali. The site was selected because it represents an educational agrotourism destination that integrates agricultural activities with tourism and regularly attracts visitors from both academic institutions and the general public in Bali. The location was also deemed relevant to the research objective of identifying visitors' perceptions of brand equity in agriculture-based destinations.

2.2 Samples and population

The sample size for this study was determined using a formula derived from Lemeshow's theory. Based on this calculation, the sample size was 96. The sample was drawn from a predetermined population, namely, visitors to the *TeBa Majalangu* Agrotourism site. The criteria for this study were that participants must be at least 18 years old, as this age is considered sufficient to understand the questionnaire questions adequately.

2.3 Data collection methods

This study used three data collection methods: interviews, survey, and documentation. The interviews were conducted using structured interview techniques, aided by a research instrument in the form of a questionnaire [9]. A questionnaire is a data collection tool that contains a list of questions or statements to be given to individuals who are willing to provide answers by the questionnaire's purpose. The questionnaire in this study contained questions regarding the respondents' demographics and questions regarding the destination brand equity of *TeBa Majalangu*. The survey method is a data collection method that observes phenomena in the field related to the research context. This method involves recording phenomena in the field, which will later serve as supporting evidence in explaining the study's results, such as visitors' enjoyment of the facilities provided and their reactions to the activities conducted. Furthermore, the documentation method involves collecting data through various documents, including notes, books, newspapers, and other materials related to activities at *TeBa Majalangu*.

2.4 Data analysis

The data in this study were analyzed using quantitative and qualitative descriptive approaches. The selection of descriptive analysis methods was based on the research objectives, which were oriented toward providing a factual description of the phenomena, characteristics, and relationships between variables as they were, without attempting to generalize about the population. Descriptive statistics were used to systematically compile and interpret the research data based on the findings from the sample studied, while inferential statistics were generally applied when the researchers wanted to draw conclusions that applied generally to the population [10]. Given that the focus of the research is more on mapping phenomena and exploring meaning than on testing hypotheses or drawing generalizations, the use of descriptive analysis is considered most appropriate. The stages of analysis are carried out sequentially through data collection, data reduction, data presentation, and conclusion drawing or verification [11].

3 Result

3.1 Demographic characteristics

The characteristics of visitors in this study were analyzed by four categories: gender, age, highest level of education, and profession. The characteristics of *TeBa Majalangu* visitors were divided into two categories: male and female. Based on the data tabulation results of 96 respondents who visited *TeBa Majalangu*, the percentages are presented in Figure 1 below.

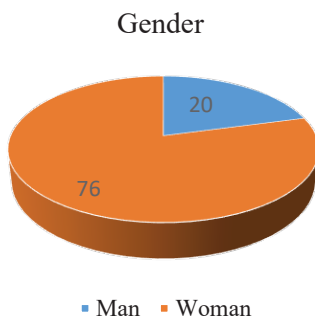


Fig. 1. Characteristics of *TeBa Majalangu* visitors based on gender.

Figure 1 shows that *TeBa Majalangu* respondents are predominantly female. This condition presents a strategic opportunity for destination managers to strengthen brand equity through emotional, social, and educational experiences that align with females' preferences. In general, females have a more social, reflective, and sustainability-focused travel orientation than males, making them more sensitive to meaningful travel experiences. Female visitors also play an essential role in shaping a positive brand image through the recommendations and family experiences they share [12]. Therefore, *TeBa Majalangu's* management strategy should emphasize comfort, child safety, and interactive learning activities to strengthen brand engagement and destination loyalty [8,13].

Furthermore, the characteristics of *TeBa Majalangu* visitors based on age are divided into four age groups based on generation, consisting of visitors aged 18-27 years (Generation Z), 28-41 years (Millennial Generation), 42-57 years (Generation X), and 58-69 years (Baby Boomer Generation II) [14]. The composition and number of visitors in each age group are presented in Figure 2 below.

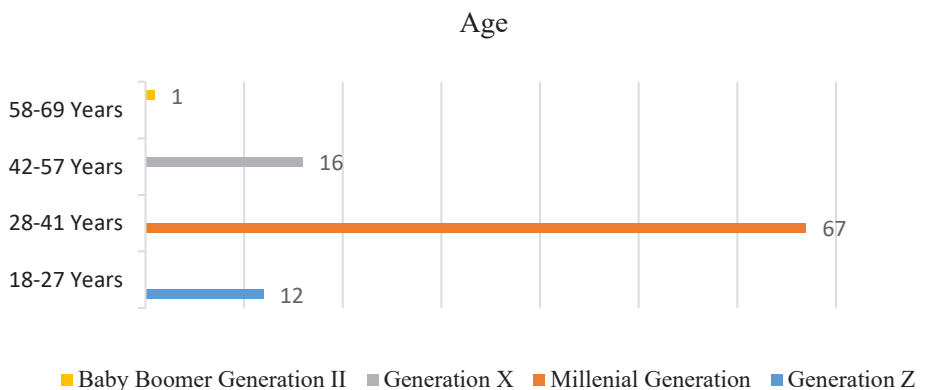


Fig. 2. Characteristics of *TeBa Majalangu* visitors based on age.

Based on the age grouping outlined in Figure 2, it can be concluded that *TeBa Majalangu* visitors are predominantly aged 28-41, indicating that they are members of the Millennial generation. This generation is recognized for its significant contributions to the global economy through environmental activism and informed daily consumption decisions [15].

Many studies from Western countries show that young adults of this generation exhibit more environmentally friendly travel behavior compared to previous generations. Millennial shopping and travel behavior have a significant influence on the consumer economy, transportation energy consumption, and environmental design, as they have become highly influential consumers worldwide [12]. The Millennial generation tends to enjoy learning about agriculture and the environment, in contrast to Generation Z, who prefer jogging activities over agricultural education. The educational activities in this research are primarily aimed at the younger generation, who are still in school, ranging from kindergarten to high school. Since the minimum age of respondents in this study was determined to be 18 years old, the questionnaire was mostly completed by parents and accompanying teachers.

Furthermore, the characteristics of respondents based on their highest level of education were grouped into five categories: junior high school, high school, diploma, bachelor's degree, and master's degree. The composition and number of respondents grouped by their last level of education are presented in Figure 3 below.

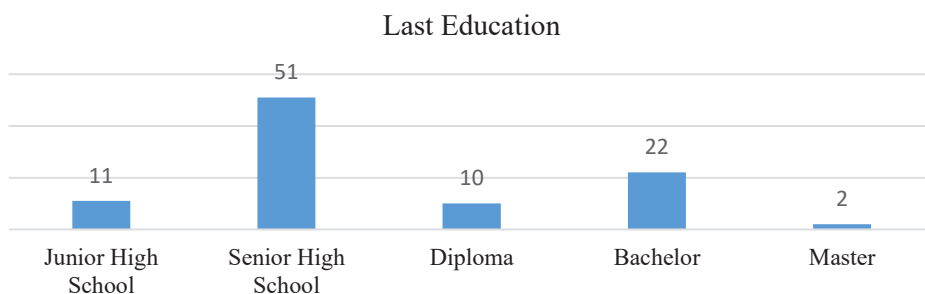


Fig. 3. Characteristics of *TeBa Majalangu* visitors based on their last education.

The data in Figure 3 shows that the dominance of visitors with upper secondary education indicates that *TeBa Majalangu* has succeeded in attracting a segment of society with a fairly high level of literacy. This group generally shows a strong interest in educational tourism activities that remain economically affordable. Visitors with these characteristics tend to evaluate a destination based on the balance between learning and entertainment (edutainment value), so an informative yet enjoyable experience is an essential factor in building a positive image of the destination. Understanding the value perceptions in this segment can help strengthen brand awareness and brand association, especially if educational activities are packaged in an interactive and easy-to-understand manner.

Furthermore, the characteristics of respondents, categorized by profession, were grouped into seven categories. The composition and number of respondents grouped by profession are presented in Figure 4 below.

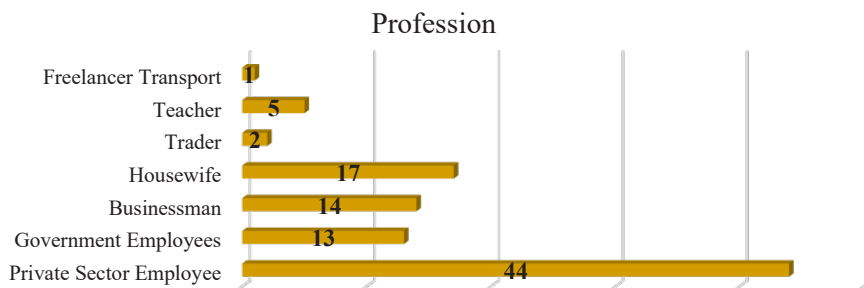


Fig. 4. Characteristics of *TeBa Majalangu* visitors based on profession.

Figure 4 shows that the characteristics of *TeBa Majalangu* visitors by profession are dominated by private sector employees. This may be because private sector employees generally have more flexible working hours to accompany their children to *TeBa Majalangu*. This segment is important for strengthening destination brand loyalty, as they tend to make repeat visits and share positive experiences on social and digital platforms.

3.2 The condition of destination brand equity of *TeBa Majalangu* in Denpasar City, Bali

Previous research confirms that destination brands add value to tourism, as they play an important role in determining the characteristics, market segmentation, and loyalty of tourists. This loyalty can be manifested in various forms, such as repeat visits, information searches, word-of-mouth promotion, and recommendations to other prospective tourists. In this study, destination brand equity was measured through respondents' tendencies to answer seven indicators, namely intention to revisit (DBE1), price suitability (DBE2), recommendation (DBE3), economical destination (DBE4), competitive price (DBE5), consumer interest (DBE6), and decision to visit (DBE7). The assessment was conducted using a Likert scale, which was then processed into mean values, standard deviations, and score categories for each indicator. The results of the descriptive analysis are presented in Table 1 below.

Table 1 shows the results of measuring seven indicators of *TeBa Majalangu* destination brand equity. In general, the average score of 72.9% indicates that *TeBa Majalangu* brand equity is in the good category. The DBE2 indicator received the highest score, reflecting visitors' positive perceptions of the balance between benefits and costs, in line with previous findings that value for money is an important dimension of destination brand equity [12,23]. The varying ticket prices and educational packages offered by *TeBa Majalangu* are considered affordable and provide educational and recreational experiences that reinforce the destination's image as an economical yet high-quality agrotourism destination [3–5]. These results are also supported by other price indicators, namely, economic destination (DBE4) and competitive price (DBE5), which show consistency in visitors' perceptions of the value offered.

Although most visitors are satisfied, they tend to recommend *TeBa Majalangu* only to those closest to them, and the destination's appeal is still limited to a few types of activities. This pattern may be due to a lack of variety in attractions that can build an emotional connection with the destination. The data also shows that most visitors only mention one to three of the six attraction factors listed in the questionnaire, indicating the need to provide a

more diverse range of tourist experiences. To expand the market reach, managers can strengthen brand communication through social media and introduce interactive educational activities that are relevant to the younger generation, such as hydroponic farming practices. These efforts have the potential to increase visitor interest, foster emotional attachment, and encourage more positive word-of-mouth promotion. These findings are also in line with previous studies showing that visitors are more likely to recommend and revisit destinations that meet or exceed their quality expectations [13].

Table 1. The condition of destination brand equity of *TeBa Majalangu*.

No.	Indicator	Standard Deviation	Mean	Score Presentation	Score Category
1	DBE1	0.85	3.90	77.9%	Good
2	DBE2	0.82	4.13	82.5%	Good
3	DBE3	1.23	3.13	62.5%	Enough
4	DBE4	0.80	3.73	74.6%	Good
5	DBE5	0.67	3.63	72.5%	Good
6	DBE6	0.66	3.35	67.1%	Enough
7	DBE7	0.63	3.67	73.3%	Good
Average		0.88	3.65	72.9%	Good

Source: Primary Data, 2025

The relatively low scores on indicators (DBE3) and (DBE6) indicate that TeBa Majalangu's marketing communications have not been fully able to convey the emotional and social value of the visitor experience. In the context of tourism, these aspects play an important role in building visitor attachment to the destination and encouraging them to share their positive experiences [8]. To improve this, marketing strategies can focus on a storytelling approach that highlights the authentic experiences of visitors and the uniqueness of the local culture [1]. Collaboration with influencers and encouraging visitors to share personal content on social media can also help shape a more personal and attractive image of the destination, which in turn can strengthen brand equity and visitor loyalty [13].

In addition, the DBE1 and DBE7 indicators, which are classified as good, indicate strong visitor loyalty. Most visitors come of their own accord and plan to return because of their positive experiences with the natural environment and recreational activities. This confirms the intrinsic appeal of *TeBa Majalangu* as a community-based agrotourism destination that emphasizes direct experiences [1,2]. These results align with findings that satisfaction and authentic experiences have a significant influence on loyalty and perceptions of destination brand equity [18]. By strengthening tourism promotion and product innovation, *TeBa Majalangu* can improve its long-term sustainability and brand competitiveness [13].

4 Conclusions

The research's results show that visitors to *TeBa Majalangu* are predominantly women and millennials, representing a potential market segment for the development of education-based agrotourism. Overall, Destination Brand Equity (DBE) is in the good category, with an average score of 3.65 (72.9%). The indicators with the highest scores are price suitability (DBE2) and intention to revisit (DBE1), while the indicators with the lowest scores are recommendation (DBE3) and consumer interest (DBE6). This condition indicates that although *TeBa Majalangu* has succeeded in creating a positive perception of value and price, the aspects of the visiting experience and emotional encouragement to give recommendations still require improvement. These findings enrich our understanding of brand equity formation in the agrotourism sector. The results show that destination brand strength is not solely determined by economic factors such as competitive pricing (DBE5) and visit decisions (DBE7), but also by the educational value and emotional engagement of visitors during their activities at the destination. Therefore, the development strategy for *TeBa Majalangu* should focus on participatory, educational activities, such as modern hydroponic farming practices, which have the potential to increase consumer interest (DBE6) while encouraging visitors to provide recommendations (DBE3). The limitation of this study lies in the composition of respondents, most of whom are millennials. Therefore, further research should expand the population by involving Generation Z or conducting cross-location studies to obtain a more comprehensive picture. A longitudinal approach can also be used to observe the dynamics of changes in perceptions of destination brand equity over time.

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