

FROM AWARENESS TO SATISFACTION: ASSESSING DESTINATION BRAND PERCEPTIONS IN TEBA MAJALANGU AGROTOURISM

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Abstract. Agrotourism has emerged as a sustainable tourism model that integrates education, community participation, and environmental awareness. This study examines five key dimensions of destination brand equity—awareness, image, quality, trust, and satisfaction—at TeBa Majalangu Agrotourism in Denpasar, Bali. Data were collected from 96 visitors and analyzed using descriptive quantitative and qualitative approaches to identify the main factors influencing visitors' perceptions and experiences. The results show that brand image, quality, and satisfaction are generally rated good, brand trust is excellent, while brand awareness remains relatively low. Although TeBa Majalangu has been established for several years, it still lacks public recognition and visibility. Visitors, however, perceive strong potential for its development as a sustainable agrotourism destination that reflects local culture and environmental values. Strategic efforts should focus on enhancing digital promotion, improving infrastructure and facilities, and enriching agricultural and educational activities. Strengthening collaboration with local schools and communities may also enhance visitor engagement and reinforce TeBa Majalangu's position as a leading sustainable agrotourism site in Bali.

1 Introduction

Bali's tourism development has increasingly emphasized agriculture-based tourism, particularly through subak-centered agrotourism that integrates environmental conservation and local culture [1,2]. In this context, growing public interest in sustainable and educational travel presents opportunities for developing agrotourism that highlights Bali's agricultural heritage. Agrotourism combines recreation and learning within rural environments, offering visitors direct engagement with agricultural life [3]. One notable agrotourism destination providing agricultural education in Denpasar City is TeBa Majalangu, located in Kesiman

Kertalangu Village, East Denpasar District. Currently, *TeBa Majalangu* still actively receives visits from various schools in Bali. However, little is known about what drives visitors' interest and environmental awareness in agrotourism destinations like TeBa Majalangu, particularly from a destination branding perspective. Examining destination brand equity offers a useful framework to understand these factors, yet studies linking brand equity to agrotourism remain limited [4]. Destination brand equity in this study consists of destination brand awareness, destination brand image, destination brand quality, destination brand trust, and destination brand satisfaction. This study aims to identify the primary considerations of visitors when making travel decisions by examining brand awareness, image, quality, trust, and satisfaction of destination brands in *TeBa Majalangu*. The results of this study are expected to contribute both theoretically—by expanding the understanding of destination brand equity in agrotourism—and practically—by informing strategies to enhance destination image, visitor trust, and satisfaction, thereby strengthening TeBa Majalangu's positioning as a sustainable agrotourism site

2 Methodology

2.1 Research location

The research location was selected purposively by the research objectives. This research was conducted in one location, namely *TeBa Majalangu*, Kesiman Kertalangu Village, East Denpasar District. This location was chosen considering that *TeBa Majalangu* is a sustainable agrotourism program that preserves the surrounding environment. Furthermore, Majalangu Agrotourism is quite active and hosts daily visits from Balinese schools. *TeBa Majalangu* covers an area of 1.4 hectares. TeBa Majalangu covers an area of 1.4 hectares and offers various educational and recreational activities related to agriculture, plantations, and animal husbandry. These attractions make it a suitable site for studying visitors' perceptions of destination brand equity in agrotourism.

2.2 Data collection and samples

Data collection in this study used questionnaires. Data were collected using questionnaires distributed to 96 respondents, a number determined based on Lemeshow's formula. Respondents were chosen through accidental sampling among visitors who met the study criteria. The respondent criteria in this study were visitors who had visited *TeBa Majalangu* and were at least 18 years old. This age was chosen with consideration for visitors aged 18 years and above, who can understand and answer the questions effectively.

2.3 Data source

This study used both quantitative and qualitative data. The quantitative data included questionnaire scores, the number of respondents, and data related to the variables studied. The qualitative data included explanations of destination brand awareness, image, quality, trust, and satisfaction at *TeBa Majalangu*. This research data comprises both primary and secondary data. Primary data is data obtained from interviews with respondents, observation results, and documentation results [5]. Secondary data refers to information obtained from a literature review.

2.4 Variables and indicators

This study examined five variables: destination brand awareness, destination brand image, destination brand quality, destination brand trust, and destination brand satisfaction. These five variables were measured using 32 indicators. All variables and indicators are listed in Table 1.

Table 1. Research variables and indicators.

| No. | Variables | Indicators |
|-----|--------------------------------|---|
| 1 | Destination Brand Awareness | DBAW1 : Top of Mind |
| | | DBAW2 : Brand recall |
| | | DBAW3 : Brand recognition |
| | | DBAW4 : Famous destinations |
| | | DBAW5 : Often heard |
| | | DBAW6 : Already know the tourist destination |
| 2 | Destination Brand Image | DBI1 : Interesting characteristics |
| | | DBI2 : Stunning view |
| | | DBI3 : Place arrangement |
| | | DBI4 : Nature |
| | | DBI5 : Great place to visit |
| | | DBI6 : Pollution-free environment |
| | | DBI7 : Comfortable atmosphere |
| 3 | Destination Brand Quality | DBQ1 : Cleanliness |
| | | DBQ2 : Security |
| | | DBQ3 : Service |
| | | DBQ4 : Activities |
| | | DBQ5 : Facility |
| | | DBQ6 : Quality of experience |
| 4 | Destination Brand Trust | DBT1 : Brands have a positive impact |
| | | DBT2 : Brand provides good quality |
| | | DBT3 : Consistent |
| | | DBT4 : As promised |
| | | DBT5 : Management listens to visitor feedback |
| | | DBT6 : This agrotourism can continue to grow |
| 5 | Destination Brand Satisfaction | DBS1 : Relevance |
| | | DBS2 : Expectation |
| | | DBS3 : A satisfying experience |
| | | DBS4 : Satisfaction level |
| | | DBS5 : Satisfactory facilities |
| | | DBS6 : Complete facilities and infrastructure |
| | | DBS7 : Fulfillment of desires |

Source: Secondary Data, 2025

2.5 Data analysis

The collected data was processed using quantitative and qualitative descriptive analysis. Data were analyzed using descriptive quantitative and qualitative approaches. Quantitative data from questionnaires were summarized using frequency distributions and mean scores to describe respondents' perceptions of each destination brand equity variable. Qualitative data from interviews and observations were analyzed through data reduction, categorization, and interpretation to identify recurring themes related to brand awareness, image, quality, trust, and satisfaction at TeBa Majalangu [6,7].

3 Result

2.6 Condition of destination brand awareness, image, quality, trust, dan destination brand satisfaction *TeBa Majalangu* in Denpasar City

The variable conditions in this study were assessed through the respondents' responses to the questionnaire questions. These responses were measured using a Likert scale. Five answer options were provided. Each answer was scored, and the scores were then grouped into several sections based on the standard deviation, mean, percentage score, and score category for each indicator. The five variable conditions analyzed in this study were destination brand awareness, image, quality, trust, and destination brand satisfaction.

2.6.1 Condition of destination brand awareness

Brand awareness refers to the strength of a brand's presence in consumer memory and the ability of potential consumers to identify that the brand belongs to a specific product category [8]. Brand awareness is considered a key factor in destination brand equity [9]. Brand awareness is a significant source of brand knowledge and the initial stage of visitor commitment to a particular brand, which is consistently related to brand loyalty [10]. The destination brand awareness variable has six indicators: Top of mind (DBAw1), Brand recall (DBAw2), Brand recognition (DBAw3), Famous destinations (DBAw4), Frequently heard of (DBAw5), and Already know the tourist destination (DBAw6). This brand awareness is important for *TeBa Majalangu* because it will indicate the extent to which *the Balinese people recognise the brand*. The more well-known the brand is, the greater its consumer reach. The results of the descriptive analysis of the destination brand awareness variable are presented in Figure 1 below.

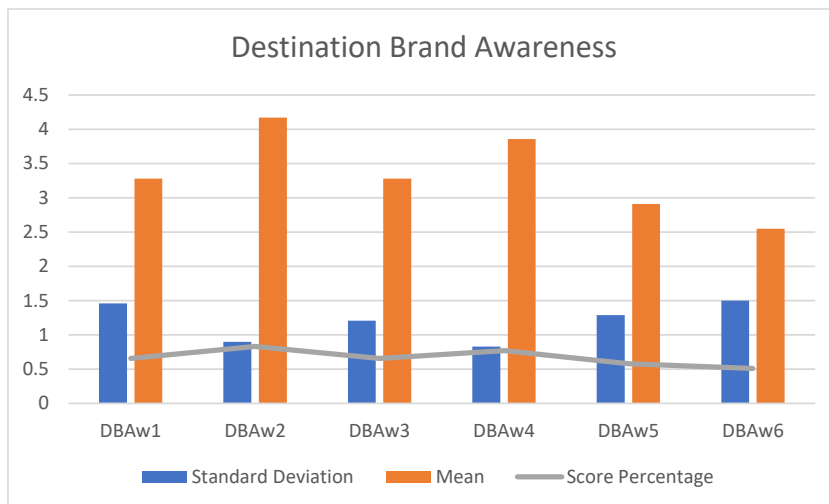


Fig. 1 Destination brand awareness condition of *TeBa Majalangu*.
Source: Primary Data, 2025

The analysis results show that several indicators of destination brand awareness at *TeBa Majalangu*, such as top of mind (DBAw1), brand recognition (DBAw3), and frequently heard (DBAw5), fall into the sufficient category. The indicator “already knows the tourist destination” (DBAw6) scored the lowest, indicating that many respondents were not familiar

with TeBa Majalangu before their visit. This is consistent with the fact that most visitors first learned about the agrotourism through school programs or recommendations rather than independent searches. These findings indicate that TeBa Majalangu’s brand awareness remains relatively low due to limited exposure and visibility. The destination’s promotional efforts have not yet reached a wider audience beyond school networks. To increase awareness, TeBa Majalangu needs to strengthen its digital marketing strategies through integrated social media campaigns on platforms such as Instagram, TikTok, and YouTube, which are effective for targeting younger audiences. Improving online presence will not only enhance awareness but also support the development of stronger brand recall and recognition among potential visitors.

2.6.2 Condition of destination brand image

Brand image is a representation of the perception formed from information and knowledge about a particular brand, described through specific characteristics as perceived by consumers [11]. Destination brand image plays a crucial role in the success of a tourism destination, as it can significantly influence consumer behaviour [12]. The more positive the brand image of a destination, the more positively consumers perceive the destination brand's reputation [13]. The destination brand image variable has seven indicators, namely Attractive characteristics (DBI1), Stunning views (DBI2), Place setting (DBI3), Nature (DBI4), Nice place to visit (DBI5), Pollution-free environment (DBI6), and comfortable atmosphere (DBI7). The results of the descriptive analysis of the destination brand image variable can be seen in Figure 2 below.

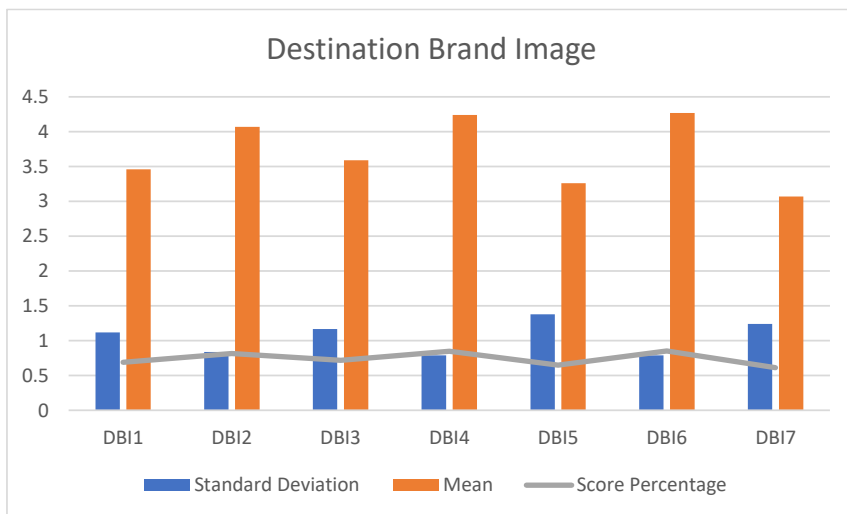


Fig. 2 Destination brand image condition of TeBa Majalangu.
 Source: Primary Data, 2025

This destination brand image is crucial for creating a unique proposition for a destination through various marketing activities, serving as the basis for developing products and services with distinct characteristics that differentiate it from its competitors [14]. Overall, TeBa Majalangu’s brand image is perceived positively, though comfort-related aspects scored lower. The limited shade and seating areas reduced visitors’ perceived comfort, implying that physical environment significantly shapes destination image. Improving

landscape design to enhance comfort can strengthen the emotional and experiential appeal of TeBa Majalangu

2.6.3 Condition of destination brand quality

Brand quality is the visitor's perception of the destination's ability to meet their expectation [15]. Quality in a destination is formed by the way services are delivered, in the form of friendly, polite, efficient, reliable, and competent staff, as well as the results of the services offered, such as facilities, food, and recreational facilities. The destination brand quality variable comprises six indicators: Cleanliness (DBQ1), Safety (DBQ2), Service (DBQ3), Activities (DBQ4), Facilities (DBQ5), and Quality of Experience (DBQ6). The results of the descriptive analysis of the destination brand quality variable are presented in Figure 3 below.

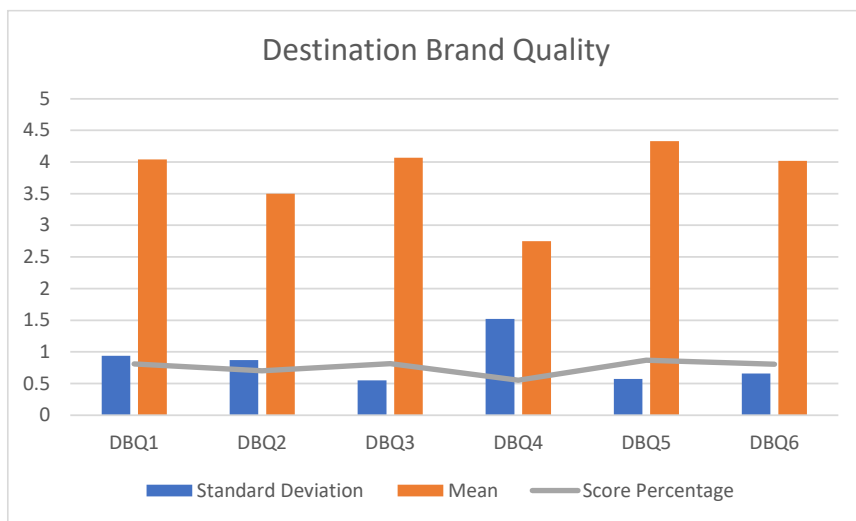


Fig. 3 Destination brand quality condition of TeBa Majalangu.

Source: Primary Data, 2025

The quality of an agrotourism destination is essential because it has a positive impact on the attitudes and behavior of visitors towards the tourism destination in the future. Visitors rated overall destination quality as good, though the diversity of activities received moderate scores. Feedback from visitors highlighted the desire for more educational and interactive experiences such as hydroponic farming and local biodiversity exhibits. This suggests that perceived quality depends not only on service standards but also on the richness and novelty of activities provided. This is particularly important, considering that visitors' perceptions of a destination's quality are generally influenced by their experiences.

2.6.4 Condition of destination brand trust

Trust is the belief that visitors have in a destination based on specific considerations and expectations. This belief makes visitors feel confident that the destination will fulfil its promises or provide the quality that meets their expectations, which will have an impact on their long-term behavior. Trust can be formed by the benefits that consumers obtain after experiencing or using the product or service. The destination brand trust variable has six

indicators: the brand has a positive impact (DBT1), the brand provides good quality (DBT2), is consistent (DBT3), is by what was promised (DBT4), management listens to visitor feedback (DBT5), and this agrotourism can continue to develop (DBT6). The results of the descriptive analysis of the destination brand trust variable are presented in Figure 4 below.

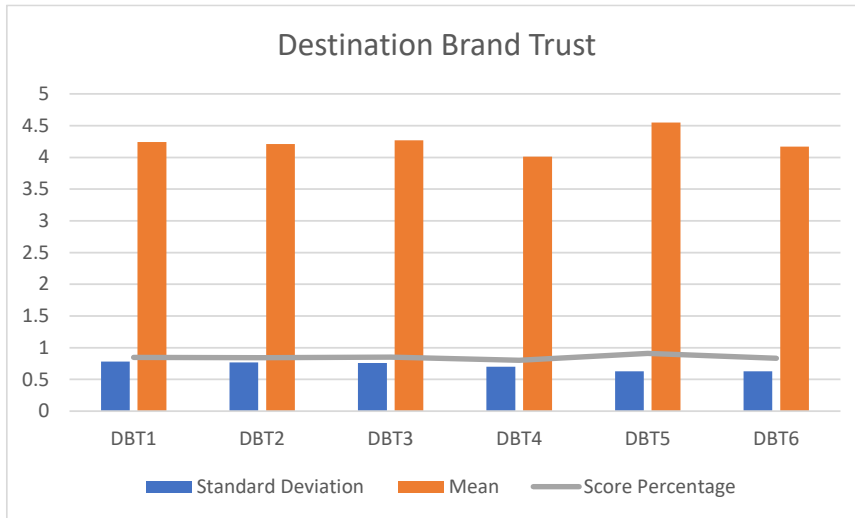


Fig. 4 Destination brand trust condition of TeBa Majalangu.
Source: Primary Data, 2025

This study examines the level of trust visitors have in *TeBa Majalangu* across various aspects. Visitors rated overall destination quality as good, though the diversity of activities received moderate scores. Feedback from visitors highlighted the desire for more educational and interactive experiences such as hydroponic farming and local biodiversity exhibits. This suggests that perceived quality depends not only on service standards but also on the richness and novelty of activities provided.

2.6.5 Condition of destination brand satisfaction

Destination brand satisfaction is one of the primary factors in determining a brand's success, referring to the level of achievement a product or brand achieves in fulfilling customer expectations, needs, and desires. Visitor satisfaction is measured by looking at the level of visitor satisfaction with the overall service by providing an assessment based on performance considerations for the attributes measured. The destination brand satisfaction variable has seven indicators: Relevance (DBS1), Expectation (DBS2), Satisfying experience (DBS3), Satisfaction level (DBS4), Satisfying facilities (DBS5), Complete facilities and infrastructure (DBS6), and Fulfilment of desires (DBS7). The results of the descriptive analysis of the destination brand satisfaction variable are presented in Figure 5 below.

Overall visitor satisfaction was rated good, indicating that *TeBa Majalangu* meets visitor expectations in facilities and experiences. This satisfaction is supported by strong trust and service quality but may be constrained by limited brand awareness. Developing a distinctive image aligned with visitor preferences is essential to foster long-term satisfaction and revisit intention [26]. Improving these attributes is crucial because visitors who experience greater satisfaction are more likely to revisit the destination and recommend it to others [27].

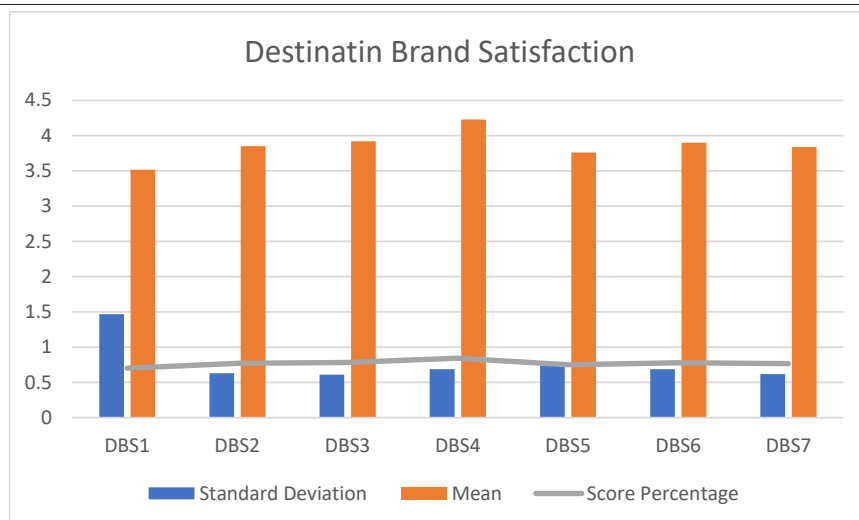


Fig. 5 Destination brand satisfaction condition of TeBa Majalangu.

Source: Primary Data, 2025

Conclusions

This study analyzed five dimensions of destination brand equity at TeBa Majalangu: awareness, image, quality, trust, and satisfaction. The findings reveal that brand awareness remains relatively low due to limited visibility and promotion, while destination image and perceived quality are generally positive. Visitors view TeBa Majalangu as an appealing and educational site, though comfort and activity diversity still require improvement. Brand trust stands out as a key strength, reflecting high visitor confidence in management performance, service consistency, and responsiveness to feedback. Overall satisfaction is good, indicating that visitors' expectations are largely met and that TeBa Majalangu delivers a meaningful experience aligned with sustainable tourism values. The main challenge for TeBa Majalangu lies in strengthening its brand visibility and enriching visitor experiences. Moving forward, efforts should focus on expanding digital promotion, developing more interactive agro-educational programs, and enhancing environmental comfort to reinforce TeBa Majalangu's position as a sustainable agrotourism destination. Strengthening collaboration with local communities and educational institutions can further enhance its identity as a learning-based tourism model while ensuring the preservation of Bali's agricultural heritage.

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