

# THE EFFECT OF BRAND REPUTATION ON BRAND LOYALTY THROUGH BRAND TRUST ON YOGA TOURIST DESTINATION IN UBUD, BALI, INDONESIA

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## Abstract

The purpose of this study is to study and analyze the effect of brand reputation, on brand loyalty through brand trust in yoga destinations in Ubud, Bali, Indonesia. The sample in this study were consumers who participated at least 21 years, had enjoyed yoga tours in Ubud, Bali, Indonesia. The hypothesis test used is Structural Equation Modeling (SEM). The results of the study prove that the reputation of yoga destinations in Ubud, Bali, Indonesia is positive and significant towards the Brand Trust which ultimately increases the Brand Loyalty in yoga destinations in Ubud, Bali, Indonesia.

**Keywords--** Brand Reputation, Brand Trust, Brand Loyalty

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## INTRODUCTION

### Background of the Problem

Tourism is the key to development, prosperity and happiness: tourism is a leading sector (tourism is a leading sector). Increased tourism destinations and investment, making tourism a key factor in export revenues, job creation, business development and infrastructure; - tourism has experienced continuous expansion and diversification, and is one of the largest and fastest growing economic sectors in the world; - although the global crisis has occurred several times. According to the Law of the Republic of Indonesia Number 10 Year 2009 concerning tourism it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, government, and local government (<http://cvinspireconsulting.com/konsep-pengembangan-tourism/>). Tourism is the overall activities of government, business and community to organize, take care and serve the needs of tourists. Tourism is a series of activities carried out by humans, individually or in groups within the territory of other countries. The activity uses facilities, services and other supporting factors held by the government and or the community, in order to realize the wishes of tourists.

The tourist destination must have a variety of facilities needed by tourists so that a tourist's visit can be met and feel comfortable. Various needs of tourists include, transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items (Pitana, 2005: 101). The availability of various necessary facilities will make tourists feel comfortable, so that more tourists visit. One of the biggest attractions in a tourist destination is an attraction, be it in the form of an art show, recreation, or presentation of a unique and preserved local culture package. Attractions can be the overall daily activities of local residents along with the physical setting of the village location that allows integration of tourists as active participation such as those in Ubud, Bali, among them tourists can enjoy yoga as a daily activity. Attraction is a very vital component, therefore a tourist attraction must have a uniqueness that can attract tourists. Supporting facilities must also be complete so that the needs of tourists are met, as well as the hospitality of the tourist attractions is also very important in attracting tourists. These factors must be managed properly, thus making the place a tourist destination and tourists willing to travel to the place.

Yoga activities can not only be used as a movement of the body and mind, but also as a tourist attraction. Yoga is not a religious activity even though it originated in India, where the majority of the population is Hindu. International Yoga Day is celebrated every June 21 and has been recognized by the United Nations on December 11, 2004. Based on research (Patel & Prince, 2010), the search for spiritual healing in traditional or ethnic religions such as those that occur in Bali, India, and other communities in the world is a secular pilgrimage phenomenon. Interest in secular pilgrimage initially lay with historic cities, old villages, galleries, ancient shrines, museums and cultural festivals. Interest in certain ethnicities, for example, also involves an interest in certain ethnic lifestyles that are close to nature. This interest in ethnic lifestyles encourages the use of certain ethnic ways of life for healing, which includes the use of spiritual healing. This phenomenon is a post-colonial spiritual phenomenon that encourages spiritual tourism (Holman, 2010). The unique factor of this ethnic lifestyle that encourages tourists to search for certain ethnicities in the world, because each ethnic has differences that are even the only one in the world. Apostolakis (2003) states authenticity is separated into 2, namely tourist experience and tourist objects. Negotiations between the two are authenticity. If both parties claim to have authenticity, then it is authentic or has authenticity. Authenticity is the deepest value of uniqueness. Therefore, uniqueness is the things that appear from the authenticity. Therefore, the uniqueness of spiritual healing lies in the life of certain ethnic groups, but in the development of spiritual healing in Bali, foreign healers are apparently more dominant than local healers. Based on this description, researchers are interested in researching yoga tourism in Ubud, Bali, Indonesia in particular from the Consumer Behavioral Sciences review of how the reputation of yoga resorts can affect tourist confidence and ultimately affect loyalty at the yoga tourism location.

The spiritual healing destinations in Bali develop from North Bali, Central Bali, South Bali, East Bali. Of all these destinations, Ubud Tourism Area (Central Bali) was chosen as the research location. Ubud area is a tourism area. The location was chosen based on criteria the number of facilities available. The Ubud area was chosen because it is the region that provides the most facilities and is more varied. In addition, Ubud is a more dominant area of tourism business based on Ubud promotions on the internet site. Ubud relies on its uniqueness as a village that is already well known as a tourism destination. The Ubud

region relies on the attractiveness of the region so that healers are mixed from local healers to healers from abroad.

### Problem Formulation

Based on the background, the problem can be formulated as follows: (1). Does brand reputation influence brand trust in yoga tourism destinations in Ubud, Bali, Indonesia? (2). Does brand trust affect brand loyalty in yoga destinations in Ubud, Bali, Indonesia? (3). Does brand reputation affect brand loyalty in yoga destinations in Ubud, Bali, Indonesia? (4). Does brand reputation influence brand loyalty through brand trust in yoga tourism destinations in Ubud, Bali, Indonesia?

### Research Objectives

Based on the formulation of the problem, the research objectives to be achieved in this study are to test and analyze the effect of: (1). Brand reputation for brand trust in yoga tourism destinations in Ubud, Bali, Indonesia. (2). Brand trust in brand loyalty in yoga tourism destinations in Ubud, Bali, Indonesia. (3). Brand reputation for brand loyalty in yoga tourism destinations in Ubud, Bali, Indonesia. (4). Brand reputation for brand loyalty through brand trust in yoga tourism destinations in Ubud, Bali, Indonesia.

### Research Benefits

The benefits provided by the results of this study are: (1) Academic benefits: prove and strengthen cross-disciplines of Marketing Management, Consumer Behavior, and Tourism summarized in Hospitality Marketing. (2) Practical benefits: provide understanding to actors in the tourism industry, especially the spiritual healing tourism industry, about the importance of understanding Hospitality Marketing in the industry.

## LITERATURE REVIEW

### Brand Reputation

Brand reputation is a source of demand and appeal that is always there, the image of superior quality and added value justifies premium prices (Ballard & Johnson, 2014). Hoffmann and Weithaler (2015) define reputation as "an overall estimate that the company is held by its constituents". Both academics and practitioners believe that brand reputation is becoming increasingly important. To be successful and profitable, a brand must have a positive reputation (Veloutsou and Moutinho, 2009) and (Hussain et al., 2017).

Brand reputation is very important it is believed by all parties what else if we can add variety then we can get a pretty favorable price. Therefore we must make our brand reputation positive in the community Brand reputation aims to build a good reputation and is important to meet customer demand. This demands genuine quality and fulfills the promises given. Other efforts include advertising and public relations, and customers should be encouraged to spread positive word of mouth from negative words of mouth. As the Chinese say, "The good news is unknown, but bad news spreads far and wide." Negative words of mouth can destroy businesses and public relations with companies. That's why complaints handling is important.

Measurements used to measure the reputation of a tourist destination brand are as follows (Hoffmann & Weithaler: 2015): Trustworthiness, Differentiation, Credibility, Reliability, Responsibility, Willingness to support, Recognisability, Relevance.

### Brand Trust

Brand trust is defined as 'the willingness of the average consumer to rely on the ability of the brand to perform the functions that it states (Kitapci & Şahin, 2011). Finally, brand trust represents the recognition that brand value can be created

and developed by managing several aspects that go beyond customer satisfaction to the functional performance of the product and its attributes. Kitapci & Şahin (2011) defines Brand trust as the willingness of consumers to rely on the brand's ability to carry out its stated functions.

Higher brand trust works through higher purchase loyalty to brands. Trust is important in many high engagements; premium product market because consumers are exposed to costs associated with adverse selection and moral hazard, both agency costs. Therefore the main marketer's goal in developing brand-relationships is customers who are loyal to the brand. Although many studies that focus on brand loyalty exist, the operationalization of construction loyalty.

The measurements used to measure the confidence of the tourist destination brand are as follows (Soong et al., 2011): That brand is to have a guarantee, That brand is very dependable, That brand is worth trusting, That brand have a good reputation, That brand has a good public praise in the industry, That brand sincerely concerns my need and rights, That brand is very famous, The product quality of that brand is stable, I have confidence to that brand, By whole consideration I trust that brand.

### Brand Loyalty

Brand loyalty is the result of brand trust or promises that build high-value relationships (Iglesia et al., 2010) while brand loyalty is one of the dimensions of brand equity and is influenced by brand reputation (Ballard & Johnson, 2014).

Iglesia et al., (2010) argue that brand loyalty is a very strong commitment to buy back or replace products / services consistently in the future, causing the same brand to repeat or purchase the same brand, despite the situational influence and efforts marketing that has the potential to cause switching behavior. Context definition represents two main components of the context, physical and relational (Ballard & Johnson, 2014). The physical context consists of "instructions" produced by the sights, sounds, textures and smells of the environment; The relational context consists of "instructions" that originate from the people and the behaviors in which they are involved (Kitapci & Şahin, 2011) and (Hussain et al., 2018).

The conclusion is brand loyalty is the result of customer trust in a brand that they buy that builds trust so that in the future these customers will continue to buy the product brand. Therefore, if many customers are loyal to a particular brand will also have a positive impact on the company because this can benefit the company and make the brand name more famous.

The measurements used for tourist destination brand loyalty are as follows (Soong et al., 2011): The brand is the prior choice that I purchase, I will buy to that brand again to consume, I think that I am the loyal customer of that brand, If that brand has already announced new seri or new characteristic, I will purchase again, After purchasing the brand, I will also go to that brand consumes next time, I have never considered going to other brand to consume, I will recommend that brand actively to my friends, I will encourage my relatives go to that brand to consume.

### Influences between Variables

Arjun et al., (2001) states that the consumer loyalty related with continuous evaluation brand and trust that affects evaluation. The resulting research proves that brand trust generated from evaluating brand reputation has a positive influence on customer loyalty.

Jian (2003) found that brand trust and consumer emotions towards brands influence customer attitudes on brand, his

research proves that brand trust has a positive effect on customer loyalty.

**Research Model**

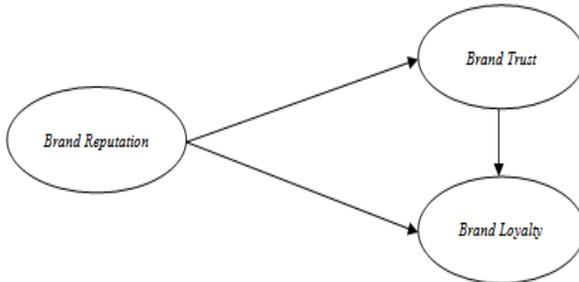


Figure 1. Research Model

**Hypothesis**

Based on the theory, previous research, and research model the hypothesis can be formulated as follows: (1) Brand reputation has a significant effect on brand trust in yoga tourism destinations in Ubud, Bali, Indonesia. (2) Brand trust has a significant effect on brand loyalty in yoga tourism destinations in Ubud, Bali, Indonesia. (3) Brand reputation has a significant effect on brand loyalty in yoga tourism destinations in Ubud, Bali, Indonesia. (4) Brand reputation has a significant effect on brand loyalty through brand trust in yoga tourism destinations in Ubud, Bali, Indonesia.

**Prior Research**

Research Soong et al., 2011 aims to analyze the effect of consumer confidence in the brand on consumer loyalty to the brand and whether there is a reverse effect. This study uses convenience sampling method to distribute questionnaires and take technology students from educational institutions as research samples and send 180 questionnaires and receive 147 questionnaires, so the acceptance rate is 81.67%. The research proves that consumer trust in brands has a strong effect on customer loyalty as well as consumer loyalty has a strong effect on consumer confidence in brands.

Research Hoffmann & Weithaler's, 2015, aims to contribute to the existing scientific literature specifically about brand identity, brand reputation, and especially brand communication. Next, examine thoroughly the impact of online brand communication on the decision making process. This implies that the main emphasis of research is placed on online brand communication. The reason is because the internet as part of new media is increasingly expanding and improving the current communication process. The online environment is a virtual living space, which simultaneously reflects the real life of consumers. Depending on personal interests and social attributes, online users gather in various online communities when using digital space for various activities such as studying or shopping. Thus, marketers of each brand manager focus more on new media rather than just relying on mass media. The results of the study prove that the internet is one of the most critical contemporary communication media which has a broad effect on customer purchasing decision making.

**RESEARCH METHOD**

**Research Population**

The population in this study is consumers who are at least 21 years old, have enjoyed yoga tours in Ubud, Bali, Indonesia. The destination for yoga in Ubud, Bali, Indonesia is (<https://www.cnnindonesia.com/gaya-hidup/20180913185057-269-330028/9-tempat-yoga-wajib-coba-bagi-pemula-di-bali>):

**Table 1.** Yoga Tourism Destinations in Ubud, Bali, Indonesia

NO	NAME	ADDRESS
1	Yoga Barn	Peliatan, Ubud, Kabupaten Gianyar, Bali 80571
2	Naya Ubud	Sayan, Ubud, Kabupaten Gianyar, Bali 80571
3	Blooming Lotus Yoga	Lodtunduh, Ubud, Bali 80571
4	Om Ham Retreat	Tirta Tawar Road/Banjar Junjungan, Ubud, Tegallalang, Kabupaten Gianyar, Bali 80571

Source: <https://www.cnnindonesia.com/gaya-hidup/20180913185057-269-330028/9-tempat-yoga-wajib-coba-bagi-pemula-di-bali>, processed

**Samples, Method of Withdrawal, and Sample Size**

The sample in this study was at least 21 years old; have enjoyed at least 1 yoga destination in Ubud, Bali, Indonesia in Table 1 more than once. The method of withdrawal of the sample is done by the method of purposive random sampling.

The sample size used in this study was determined by using the requirement of a small sample size for data processing using SEM (Structural Equation Modeling) that is equal to 100-200 (Hair et al, 1998: 605). By using these provisions, the number of samples in this study was determined at 200 using proportional sampling size (the sample size at each yoga tourism destination in Ubud, Bali, Indonesia was determined proportionally, each of 50 samples).

**Data Analysis Techniques**

Hypothesis testing is done using Structural Equation Modeling (SEM) through the LISREL Program.

**RESEARCH RESULTS**

**Descriptive Statistics of Research Variables**

**1. Descriptive Brand Reputation Statistics**

Based on the results of descriptive statistics, the Brand reputation variable is measured using 8 measurements. The average value of the Brand reputation variable in this study was measured through 8 measurements, namely: Trustworthiness, Differentiation, Credibility, Reliability, Responsibility, Willingness to support, Recognisability, and Relevance of 3.89 with an average standard deviation of 0.63. This shows that the respondent's answer to Brand reputation is "Agree". Recognisability measurement, Yoga Barn / Ubud Naya / Blooming Lotus / Om Ham Retreat is widely recognized as a place to do yoga having the highest mean value compared to other measurements, which is 3.97. While the measurement of Reliability, Yoga Barn / Ubud Naya / Blooming Lotus / Om Ham Retreat is a place that can be trusted to do yoga has the lowest mean, at 3.83 with a standard deviation of 0.74.

**2. Descriptive Statistics of Brand Trust**

Based on descriptive statistical results, the Brand Trust variable is measured using 10 measurements namely: That the brand is to have a guarantee, that the brand is very dependable, that the brand is worth trusting, that the brand has a good reputation, that the brand has a good public praise in the industry, That brand sincerely concerns my need, That brand is very famous, The product quality of that brand is stable, I have confidence to that brand, By whole consideration I trust that brand. The average value of the Brand Trust variable is 3.91 with an average standard deviation of 0.73. This shows that the respondent's answer to Brand Trust is "Agree". Have a good reputation measurement, Yoga Barn / Ubud Naya / Blooming Lotus / Om Ham Retreat as a place of yoga that has a good reputation has the highest mean compared to other measurements, which is 3.98 with a standard deviation of 0.65. While Worth trusting

measurement, Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat as a proper yoga place is believed to have the lowest mean, which is 3.81 with a standard deviation of 0.88.

### 3. Brand Loyalty Descriptive Statistics

Based on the results of descriptive statistics, Brand loyalty variables are measured using 8 measurements, namely: The brand is the prior choice that I purchase; I will buy that brand again to consume; I think that I am the loyal customer of that brand; If that brand has already been announced new series or new characteristics, I will purchase again; After purchasing the brand, I will also go to that brand consumes next time; I have never considered going to other brands to consume; I will recommend that the brand actively to my friends; and I will encourage my relatives to go to that brand to consume. The average value on the Brand loyalty variable is 3.86 with an average standard deviation of 0.71. This shows that the respondent's answer to Brand loyalty is "Agree". After purchasing the brand measurement, I will also go to that brand consumes next time has the highest mean compared to other measurements, which is 3.96 with a standard deviation of 0.63. Meanwhile, the buy back to consume again has the lowest mean of 3.75 with a standard deviation of 0.78.

### Hypothesis Test

Table 2. Hypothesis Test Results

Hypothesis	Influence Between Variables	Loading factor	t <sub>value</sub>	Cut-off Value	Description
1	Brand Reputation → Brand Trust	0.51	4.00	1.96	Significant
2	Brand Trust → Brand Loyalty	0.46	4.58	1.96	Significant
3	Brand Reputation → Brand Loyalty	0.20	3.14	1.96	Significant
4	Brand Reputation → Brand Trust → Brand Loyalty	0.10	2.56	1.96	Significant

Source: Data, processed

Table 2 shows that: (1) The loading factor value of the influence of Brand Reputation on Brand Trust is 0.51 with a tvalue value of 4.00 (> 1.96) so that it can be stated that Brand Reputation has a positive and significant effect on Brand Trust. (2) The loading factor value of the influence of Brand Trust on Brand Loyalty is 0.46 with a tvalue value of 4.58 (> 1.96) so that it can be stated that Brand Trust has a positive and significant effect on Brand Loyalty. (3) The loading factor value of the influence of Brand Reputation on Brand Loyalty is 0.20 with a tvalue value of 3.14 (> 1.96) so that it can be stated that Brand Reputation has a positive and significant effect on Brand Loyalty. (4) The loading factor value of the influence of Brand Reputation on Brand Loyalty through Brand Trust is 0.10 with a tvalue value of 2.56 (> 1.96) so that it can be stated that Brand Reputation has a positive and significant effect on Brand Loyalty through Brand Trust.

### DISCUSSION

#### Brand Reputation Has Significant Impact on Brand Trust in Yoga Tourism Destinations in Ubud, Bali, Indonesia

Hypothesis test results prove that the effect of Brand Reputation on Brand Trust has a loading factor of 0.51 with a t-value of 4.00 (> 1.96). These results prove that in this study Brand Reputation, measured through: Trustworthiness, Differentiation, Credibility, Reliability, Responsibility, Willingness to support, Recognisability, and Relevance has a positive and significant effect on Brand Trust, measured through: That brand is to have a guarantee, That brand is very dependable, That brand is worth trusting, That brand has a good reputation, That brand has a good public praise in the industry, That brand sincerely concerns my need, That brand is very famous, The product quality of that brand is stable, I have confidence to that brand, By whole

### Data Analysis

Based on the validity test it appears that all measurements used in this study were valid. So the data analysis can proceed to the next test.

The reliability test shows that overall the research variables meet the Construct Reliability (CR) standard value of > 0.6. Thus it can be concluded that it is worth further analysis.

Normality test proves that the data obtained in this study are normally distributed. This is indicated by the Skewness and Kurtosis value of 0.725 (> 0.05), which means that the data in multivariate analysis is declared normal.

Model suitability test proves that the research model proposed in this study is Marginal Fit which means that the research model tested in this study is acceptable. The research model can be used to analyze the effect of each independent variable on the dependent variable comprehensively as the purpose of this study.

consideration I trust that brand. In other words, the reputation of Yoga Barn / Ubud Naya / Blooming Lotus / Om Ham Retreat has a positive and significant effect on visitor confidence in Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat. If the reputation of Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat is getting better, the visitor's trust in Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat will also be higher.

The results of this study support previous research conducted by Arjun et al., (2001) which proves that the foundation of consumer loyalty is related to the continuous evaluation of a brand and produces trust that influences evaluation. The resulting research proves that brand trust generated from evaluating brand reputation has a positive influence on customer loyalty.

The results of this study also support previous research conducted by Jian (2003) which proves that brand trust and consumer emotions towards brands influence customer attitudes on brands. The research proves that brand trust has a positive effect on customer loyalty.

#### Brand Trust Significantly Influences Brand Loyalty in Yoga Tourism Destinations in Ubud, Bali, Indonesia

Hypothesis test results prove that the influence of Brand Trust on Brand Loyalty has a loading factor value of 0.46 with a t-value of 4.58 (> 1.96). These results prove that in this study Brand Trust, measured through: That brand is to have a guarantee, That brand is very dependable, That brand is worth trusting, That brand has a good reputation, That brand has a good public praise

in the industry, That brand sincerely concerns my need, That brand is very famous, The product quality of that brand is stable, I have confidence to that brand, By whole consideration I trust that brand positive and significant effect on Brand Loyalty, measured through: The brand is the prior choice that I purchase; I will buy that brand again to consume; I think that I am the loyal customer of that brand; If that brand has already been announced new series or new characteristics, I will purchase again; After purchasing the brand, I will also go to that brand consumes next time; I have never considered going to other brands to consume; I will recommend that the brand actively to my friends; and I will encourage my relatives to go to that brand to consume. In other words, visitors' trust in Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat has a positive and significant effect on visitor loyalty to Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat. If the visitor's trust in Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat is higher, the loyalty of visitors to Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat will also be higher.

The results of this study support previous research conducted by Arjun et al., (2001) which proves that the foundation of consumer loyalty is related to the continuous evaluation of a brand and produces trust that influences evaluation. The resulting research proves that brand trust generated from evaluating brand reputation has a positive influence on customer loyalty.

The results of this study also support previous research conducted by Jian (2003) which proves that brand trust and consumer emotions towards brands influence customer attitudes on brands. The research proves that brand trust has a positive effect on customer loyalty.

#### **Brand Reputation Has Significant Impact on Brand Loyalty in Yoga Tourism Destinations in Ubud, Bali, Indonesia**

Hypothesis test results prove that the effect of Brand Reputation on Brand Loyalty has a loading factor of 0.20 with a t-value of 3.14 ( $> 1.96$ ). These results prove that in this study Brand Reputation, measured through: Trustworthiness, Differentiation, Credibility, Reliability, Responsibility, Willingness to support, Recognisability, and Relevance has a positive and significant effect on Brand Loyalty, as measured through: The brand is the prior choice that I purchase; I will buy that brand again to consume; I think that I am the loyal customer of that brand; If that brand has already been announced new series or new characteristics, I will purchase again; After purchasing the brand, I will also go to that brand consumes next time; I have never considered going to other brands to consume; I will recommend that the brand actively to my friends; and I will encourage my relatives to go to that brand to consume. In other words, the reputation of Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat has a positive and significant effect on visitor loyalty to Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat. If the reputation of Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat is getting better then the loyalty of visitors to Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat will also be higher.

The results of this study support previous research conducted by Arjun et al., (2001) which proves that the foundation of consumer loyalty is related to the continuous evaluation of a brand and produces trust that influences evaluation. The resulting research proves that brand trust generated from evaluating brand reputation has a positive influence on customer loyalty.

The results of this study also support previous research conducted by Jian (2003) which proves that brand trust and consumer emotions towards brands influence customer attitudes

on brands. The research proves that brand trust has a positive effect on customer loyalty.

#### **Brand Reputation Has Significant Impact on Brand Loyalty through Brand Trust in Yoga Tourism Destinations in Ubud, Bali, Indonesia**

The results of hypothesis testing prove that Brand Reputation has a positive and significant effect on Brand Loyalty through Brand Trust with a loading factor of 0.10 and a t-value of 2.56 with a cut-off of 1.96. This means that Brand Reputation Yoga Barn / Ubud Naya / Blooming Lotus / Om Ham Retreat positively and significantly influence Brand Trust which ultimately affects Brand Loyalty on Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat. In other words the reputation of Yoga Barn / Ubud Naya / Blooming Lotus / Om Ham Retreat has a positive and significant effect on visitor trust which ultimately has a positive and significant effect on visitor loyalty to Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat. If the reputation of Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat is getting better, the visitor's trust in Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat will also be higher which in turn will be the loyalty of visitors to Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat will be higher too.

The results of this study support previous research conducted by Arjun et al., (2001) which proves that the foundation of consumer loyalty is related to the continuous evaluation of a brand and produces trust that influences evaluation. The resulting research proves that brand trust generated from evaluating brand reputation has a positive influence on customer loyalty.

The results of this study also support previous research conducted by Jian (2003) which proves that brand trust and consumer emotions towards brands influence customer attitudes on brands. The research proves that brand trust has a positive effect on customer loyalty.

## **CONCLUSIONS and SUGGESTIONS**

### **Conclusions**

Based on the results of the hypothesis test it can be concluded that the hypotheses proposed in this study are: (1) Brand reputation has a significant effect on brand trust in yoga tourism destinations in Ubud, Bali, Indonesia; be accepted. (2) Brand trust has a significant effect on brand loyalty in yoga tourism destinations in Ubud, Bali, Indonesia; be accepted. (3) Brand reputation has a significant effect on brand loyalty in yoga tourism destinations in Ubud, Bali, Indonesia; be accepted. (4) Brand reputation has a significant effect on brand loyalty through brand trust in yoga tourism destinations in Ubud, Bali, Indonesia; be accepted.

### **Suggestions**

Academic advice submitted for future research on the effect of Brand Reputation on Brand Loyalty through Brand Trust is recommended to be tested on different objects to test the strength of these theories. Practical advice: Yoga / Naya Ubud / Blooming Lotus / Om Ham Retreat Yoga Managers should pay attention to Trustworthiness, Differentiation, Credibility, Reliability, Responsibility, Willingness to support, Recognisability, and Relevance which in research are used as a measurement of brand reputation. This suggestion is based on the results proven in this study that brand reputation has a positive and significant effect on brand trust which ultimately affects the brand loyalty of visitors at Yoga Barn / Naya Ubud / Blooming Lotus / Om Ham Retreat.

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