

ABSTRACT

This study aims to examine the effect of Destination quality, Memorable tourist experience, and Destination brand self-congruence on Brand Engagement to Comic Frontier event destinations with Destination satisfaction as a mediating variable. The formulation of the problem in this research is whether the visitors to the Comic Frontier event have a good fit with the event being attended, then what are the variables that affect their engagement to the event. The sampling method used in this study is a non-probability sampling technique with purposive sampling and obtained as many as 100 respondents who have visited the Comic Frontier event. The data collection technique was carried out by using an online questionnaire using googleform which was distributed to several online communities on Facebook, Twitter and Discord. Data analysis was performed by descriptive analysis method and Partial Least Square (PLS) method.

The results showed that the average visitor made 2-4 visits to the Comic Frontier event held in Jakarta. The results of data analysis using PLS show that there is a positive and significant influence through Destination Quality, Memorable tourist experience, Destination brand self-congruence, and Destination satisfaction on Destination brand engagement. Based on the results of the research, Destination brand self-congruence affects their attachment to Comic Frontier events.

Keywords: Destination quality, Memorable tourist experience, Destination satisfaction, Destination self-congruence, Destination brand engagement.