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Promice: The Role of Brand Awareness Between Promotion, MICE Intensity and Tourists' Revisiting Intention

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Abstract

This research aims to identify the key factors influencing the intention of tourists to revisit Wilayah III Cirebon, West Java, Indonesia. The variables considered in this study include the intensity of promotion, the intensity of MICE (Meeting, Incentive, Conference, and Exhibition), brand awareness, and tourists' intention to revisit. The sampling method employed was purposive sampling, involving 130 respondents, and the Structural Equation Model (SEM) was used as the analytical technique. The findings of this research reveal insights that provide a deeper understanding of the dynamics of tourists' intention to revisit Wilayah III Cirebon. First, the intensity of promotion significantly influences brand awareness. In other words, the more frequent the promotions, the greater the brand awareness created in the minds of tourists. Second, brand awareness is crucial in influencing tourists' intention to revisit. When tourists feel emotionally connected to the destination's brand, they are more likely to return for another visit. Third, the intensity of promotion directly affects tourists' intention to revisit, although the impact is not significant. This indicates that intensive promotions can create initial interest, but brand awareness has a stronger role in sustaining this interest. Fourth, the intensity of MICE also has a significant impact on tourists' intention to revisit. The presence of conferences, incentive events, and exhibitions can enhance tourists' interest in returning to the destination. Furthermore, another important finding is that the intensity of MICE also positively influences brand awareness. This suggests that MICE activities not only contribute to repeat visitation but also the creation of strong brand awareness. Lastly, this research highlights the pivotal role of brand trust in connecting the marketing influences (both promotion and MICE) to customer loyalty for return visits. It portrays that brand trust is a crucial element in ensuring sustainable tourism by tourists.

Keywords: Promotion intensity, MICE intensity, Brand Awareness, Tourist's Revisiting Intention.

Introduction

Sector tourism has become an attractive and profitable industry in the contemporary landscape. Growth in global tourism has contributed significantly to the national economy, particularly in Indonesia (Lee, J. W. & Syah, 2018). Tourists are the second contributor to the country's largest foreign exchange (Lesmana, H. & Sugiarto, 2021). In the middle, promising development are many cities and regencies in Indonesia that make tourists the base economy. The essence of effort is the role of an important government city, particularly the Department of Tourism, in arranging holistic development encompassing physical, social, economic, and cultural (Purnomo et al., 2020).

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Internationally, countries such as Thailand emphasize the importance of industry Meetings, Incentives, Conventions, and Exhibitions (MICE), strengthening their focus on introducing the brand and memory back (Buathong, K. & Lai, 2017). At the same time, competitors with less brand established use mass media promotion To increase the visibility of their brand. Approach this, which grows brand awareness, ultimately increasing strength competitive. In the Indonesian context, the trust brand's role is mediation, connecting effort marketing with loyal customers To visit repeatedly (Puspaningrum, 2020). Tracks the Thai experience strengthens how encouraging tourists can catalyze sustainable development (Nguyen, C. De et al., 2020).

Service Tourist role as catalyst, executing campaign promotion and encouraging growth sector tourism in the area so that can interesting interest tourists. In line with this, entity corporations must compile strategy effort promotion to increase brand awareness universally, so increase superiority competitive. Effort covers enhancing intensity advertising, guarding quality packaging, optimizing channel distribution, and applying attractive discount to strengthen awareness among brand customers (Wu et al., 2020). Besides that, the capacity company's innovative support ability increases the quality of products and services, increasing customer acquisition (Mahmud et al., 2017). As proven by research, the booster's main involvement of customers is awareness brand, which zooms in interesting attention (Phan et al., 2019).

Although studies the importance of growth tourism, its contribution to the economy, and the role of branding and trust in a brand, there is still a gap yet resolved in understanding How the intensity of promotion and influence of the MICE industry intersects with the intention of traveler visit return to a certain area, such as Region III Cirebon (Liu et al., 2015). Existing literature only researches factors individually, so it causes a lack of comprehensive exploration about the impact of combined factors to interest travelers In return for something destination. Besides that, the relationship between intensity promotion, the MICE industry, awareness brand, and trust, as well as How each other influences the behavior of tourists, needs investigation (Bigne, J. E. & Andreu, 2004; Kim, J. H. & Richardson, 2003).

Even though Indonesia has destination foreign tourism like Bali, Region III Cirebon in West Java has the potency to be explored more. Marketing strategies and offers must be tailored to the preferences and needs of tourists based on their demographic factors (Prabhu, J. . & Ravindran, 2022). Location is a rich aspect of tourism that includes elements of religion, culture, nature, and culinary, which invites investigation into influencing factors intention travelers To return to visit. Study This deepens the impact of intensity promotion and engagement in the MICE industry against interest travelers For travel repeated in Region III Cirebon.

Study This own meaning is important in revealing the dynamics of complex tourism, in particular in the context of Region III Cirebon, West Java, Indonesia. Although global industry tourism is growing rapidly and making a big contribution to Indonesia's economy, there is a need for more understanding of the driving factors intention travelers to visit back. Research overcomes the gap in critical knowledge by investigating linkages between intensity promotion, engagement in the MICE industry, trust brand, and variety from tourism in the region. Findings this ready gives insight that can be followed up by the government area, department tourism, the business world, and manufacturers' policy, as well as guide them to more effective strategies for developing tourist sustainability. Besides, concurrently with increasing problems related to tourists like purification and gentrification, the research opens a road for innovative solutions for reducing negative impact, pushing balanced growth and empowerment locally (Buhalis, D. & Foerste, 2015; Pike, 2004).

The impetus for this study arises from recognizing that despite Region III Cirebon's potential to attract diverse tourists, there is an opportunity to comprehend further the factors influencing travelers' intent to return. Drawing inspiration from the flourishing global tourism sector, researchers aspire to unravel the elements contributing to effectively nurturing tourism within the local milieu. The incorporation of variables encompassing promotion intensity, participation in the MICE industry, brand trust, and the array of tourist types emerges from their potential combined influence on travelers' intentions to revisit.

Intensity promotion was chosen Because it is important in strengthening brand awareness and attracting tourists. Merger The MICE industry reflects the more important industry. This increases the Power pull destination. Trust brands bridge the gap between effort marketing and customer loyalty, particularly in regions such as Indonesia. With focuses on various available tours, this study aims to catch the diverse interest of tourists, including attractions of religion, culture, nature, and culinary.

Literature Review

2.1 Revisiting Intention

This theory of visiting intention is assumed similar to buying intention; tourists' revisiting intention is similar to customers' buying intention. The intentions are define as an impulses, that is a strong internal stimulus influenced by the stimulus and positive feeling. There are two external factors influencing someone's buying intention. First, the person's attitude, in this case, his/her attitude that influences his buying intention depends on two things; how is important the influence of someone's negative attitude towards alternatives the customers want. The customers' motivation to be influenced by other people in relation with his/her buying intention. Second, uninspired situation has a situation which suddenly appears and indirectly can change customers' buying intention. A theory of visiting decision equals to customers' buying decision (Reza Jalilvand, M. & Samiei, 2012). Buying intention is defined as purchase intention or a strong desire to repurchase (Fullerton, 2009). Purchase intention is someone's mental condition that reflects a plan to do some actions in a certain time; this definition is assumed as a direct antecedent of proceed. The application in the research towards the definition of purchases intention is that the customers will do re- purchasing in the future as a direct response in order to an after-purchasing behavior in a certain time. Purchase intention in its relation with tourists' visit in the purchase of tourism service is called behavior attention to visit. The development of the model conceptual of the relationship between satisfaction, service values, service quality, and relative influence towards purchase interest proceed. Service quality perception and satisfaction proven reasonable predict of visitors' future behavioral intention (Baker, D. A. & Crompton, 2000; Putra, F. I. F. S. et al., 2022; Tian-Cole et al., 2002). Service quality perception is a cognitive response towards services offered, while satisfaction overall is an emotional response based on overall perspective phenomena (Cronin et al., 2000).

Brand Awareness

Brand awareness is one of the factors to attract customer attention (Phan et al., 2019). It indicates the capability of prospective buyers in recognizing or recalling that a brand is a part of certain product categories. In the customer value process, the concept of brand awareness is substantial (Oh, 2000). Here the customer value process is a process of considering whether the customer will visit again or not. When an inexperienced customer is faced with brand

selection, brand awareness is the most commonly used approach (Macdonald, E. K. & Sharp, 2000). Brand awareness is needed when promoting tourist destinations so that it can attract tourists to visit. Brand awareness is also able to increase the selling value of tourist objects.

2.3 Promotion Intensity

Promotion is to communicate information between sellers and potential buyers or other people in channels to influence behaviors and attitudes. Promotion part in a marketing mix involves notification to target customers that the right product with the right price is available on the spot. Promotion covers activities to communicate (inform) the benefits of the product and convince the customers to buy it. Promotion mix covers various methods to communicate the benefits of the product to potential and actual customers. Those methods involve advertising, sales promotion, publicity, and personal selling (Akbar et al., 2020). Promotion on part of a marketing strategy (Varadarajan, 2010). Promotion is a means of providing information to tourists about tourist destinations. Promotion, it's a means of persuading tourists to visit tourist destinations. Promotion are reminder that there are tourist destinations worth visiting. Promotion provides added value in the form of tourist destination innovations that can attract visitors without losing cultural values. Marketers who have entrepreneurial skills will rely on their connections and ask customers to provide feedback on the products and service they have; this is is a form of activity from market intelligence (Dhamera et al., 2021).

2.4. MICE Industry Intensity

With increased competition from developed and emerging markets, the MICE industry now spans the globe, necessitating a greater need to resolve and merge many strategic issues in order to remain competitive (McCartney, 2008). MICE has developed now as one of the most significant areas (Kim & Ko, 2020). The MICE industry has an important role in the tourist sector in several countries in Southeast Asia, for example, Thailand (Buathong, K. & Lai, 2017) and Indonesia. Indonesia is a tourism destination in order that the tourism market MICE has recognized as an attractive destination. A few world important events become evidence of world society's belief to do MICE activities. Many local and foreign investors, both as MICE organizers and participants, are attracted to Indonesia because of its economic development, political stability, and improved security. Even some countries in Europe suffered economic crisis, it becomes an opportunity for Indonesian MICE Industry to attract MICE customers, especially from Indicator of economic growth of a country. The convention of international event needs hardware of physical infrastructures, software of expert human resources, and an initial class service mentality. The high grade of infrastructure support become a significant thing such as aerial access, roads or railroads, high grade convention center, three-star or five-star hotels, attractive and valuable destinations, good marketing, and local Professional Conference Organizer (PCO).

On the other side, aggressiveness of MICE Service providers is needed to attract international market. Indonesian MICE potential in the future will be better. Domestic MICE activity trends show a prospective improvement, not only by people in charge, associations, and educational world but also from government and political parties, both national and international scales. It can be seen from many support demands from many sides to government, starting from bidding activities, promotion, delegate boosting, site visit and enriching programs when MICE event is held. There are many strategic steps in developing MICE in Indonesia, such as Co-Marketing approach with industrial workers, community approach by supporting events held by various communities and using prominent persons/public figures as Ambassadors to

promote MICE and Indonesian tourism. However, in developing MICE industry in Indonesia, few propositions are as follows: 1). Lack of destination awareness in the importance of MICE and the necessity of MICE promotion. 2). Lack of online and comprehensive MICE database. 3). Limited convenience and MICE supportive facilities as accessibility (direct flight) and incentive for MICE events (exhibition materials and souvenirs for tour participants are included as import categories).

2.5 Relationship between independent and dependent variables

Effect of promotion intensity on brand awareness

Promotion is one of the important roles in disseminating information, influencing, persuading and increasing the target market for tourist attractions and their products so that visitors want to visit again. Promotion can be carried out through interesting and informative media or information disseminators where the media or information disseminator used varies, the frequency of promotion is sufficient. With sufficient promotional intensity on social media, visitors will easily find information on tourist attractions that are tourist destinations and in the end they will compare that tourist attractions are good according to them, so they can recommend these tourist attractions to family or other people, individually. indirectly can increase the profit of tourist attractions. (Damjanović et al., 2020; Dhameria et al., 2021; Hidayatullah & Dirgantara, 2018)

H1: *The promotion intensity has a significant influence of the brand awareness in the Region III Cirebon West Java Indonesia.*

MICE is a series of activities, where entrepreneurs and professionals gather in a place that is conditioned by a problem, discussion and the same interests. Brand Awareness is the ability of a brand to come to mind when consumers think about a product category. Brand awareness is defined as the level of consumer awareness of a product brand from the lowest to the highest level, namely unaware of the brand (not aware of the brand), brand recognition (knowing the brand), brand recall (recalling the brand), top of mind (the first brand that appears in the minds of consumers), and brand name dominance (most customers can only recall one brand name). Brand equity can be measured through a financial perspective and a consumer-based perspective, consumer-based brand equity is more dominant and preferred by most practitioners and academics because consumer-based brand equity combines all practical information on consumer behavior for the preparation of marketing strategies. Consumer-based brand equity consists of brand awareness, brand association, perceived quality, and brand loyalty. (Kim, H. K. & Lee, 2018; Nguyen, C. De et al., 2020; Valette-Florence et al., 2011)

H2: *The MICE intensity has a significant influence of the brand awareness in the Region III Cirebon West Java Indonesia.*

Promotional activities are various activities carried out by companies that highlight the features of their products that persuade consumers to buy them. Promotion has a function to create an image or impression of what is being advertised. The better the promotion is done, it will attract tourists to visit (Chang, 2017b; Erida, Patricia, R.S. & Yuniarti, 2018)

H3: *The promotion intensity has a significant influence on the tourists' revisiting interest in the Region III Cirebon West Java Indonesia.*

MICE is an acronym for meetings, incentives, conferences and exhibitions. MICE tourism is a sector in the tourism industry that is growing very rapidly. MICE tourism activities involve

various sectors such as the transportation, travel, recreation, accommodation, food and beverage sectors, event venues, information technology, trade and finance so that MICE tourism can be described as a multi-asset industry. In many tourist destinations, MICE activities are categorized under the umbrella of the event industry (Kim, M. J. & Kim, 2018; McCartney, 2008)

H4: *The MICE intensity has a significant influence of the tourists' revisiting interest in the Region III Cirebon West Java Indonesia.*

Intention to return is something that must be considered by the marketing manager. The concept of a visit or repurchase has several positive benefits, namely it is more cost effective to keep old visitors compared to attracting new visitors, increasing profits by 25 to 85% by keeping 5% of old visitors and frequent old visitors recommending tourist attractions by word of mouth. In order for visitors to easily decide whether to visit again, tour companies need to pay attention to the brand of the tourist spot. The brand acts as a signal of quality level for satisfied visitors, so they can easily choose and use it again next time. Companies that are able to build their brand well will add value to the value offered by word of mouth products. (Macdonald, E. K. & Sharp, 2000; Oh, 2000; Phan et al., 2019; Reza Jalilvand, M. & Samiei, 2012)

H5: *The brand awareness has a significant influence of the tourists' revisiting interest in the Region III Cirebon West Java Indonesia.*

Methodology

Population and Sample

Population used was all tourists in Region III Cirebon West Java Indonesia. Sample, if there are 13 indicators, the sample is about 100–200. For this research, the sample taken was:

$$\text{Sample} = \text{Number of indicators} \times 10$$

East Asia and Middle East Countries. MICE Sector is a strong, ($13 \times 10 = 130$) in this research were questionnaires from tourists in Region III Cirebon West Java Indonesia as the chosen respondents. The second data are research data obtained indirectly through intermediary (gained and documented by other parties). Secondary Data in this research were gained from Culture and Tourism Office Cirebon city West Java Indonesia.

Primary and Secondary Data

Primary data are data gained directly from authentic source (without an intermediary) by survey method. Primary Data Sample determination in this research was non- probability sampling. Samples are collected in a process that does not assume that all members of the population have an equal chance to be chosen. The Purposive Sampling method in this study was selected based on a number of factors and should be representative. The consideration employed in this research was that the tourists have to visited Region III Cirebon more than twice.

3.3 Data Collection Technique

Data collection has been used were questionnaire method using a list of questions to be answered by respondents. The measurement process of questionnaires is by giving a measurement scale or value, with interval scale 1 to 10. Interviewing was a data collection method by asking respondents directly (communicating directly). In interview, there is an

interaction between interviewers and interviewees/ respondents (DiCicco-Bloom, B. & Crabtree, 2006).

Analysis Technique and Hypotheses

This research used Structural Equation Model (SEM) in statistical package AMOS. This method for estimating the relationships between observed and latent variables, as well as the relationships among latent variables, all at the same time (Ko, D. W. & Stewart, 2002). The research design of hypotheses can be seen in Figure 1.

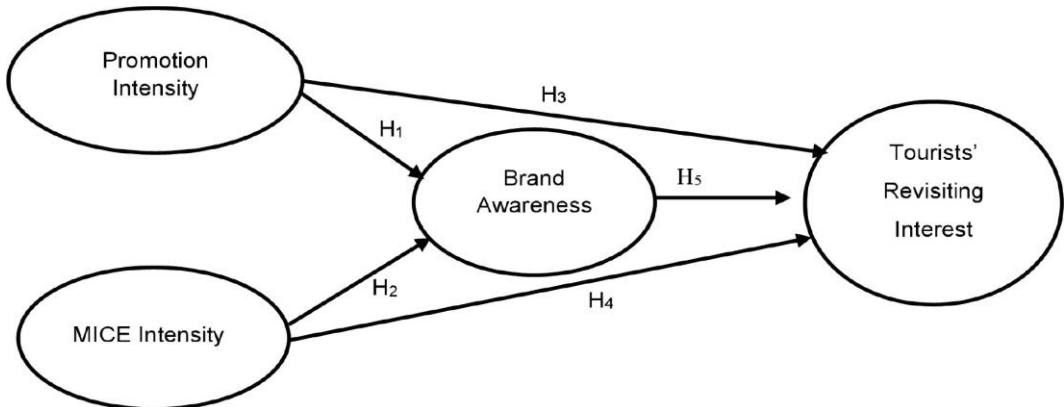


Figure 1: Research Design

Results and Discussion

The objects of this research were Culture and Tourism Office's staff. Respondents in this research were 130 tourists with the criterion those who have visited at least twice in Region III Cirebon West Java Indonesia. This result can be seen in Table 1.

Table 1. Respondent Characteristics

Characteristics		N	%
Gender	Female	80	61.53
	Male	50	38.46
Age	18–22	37	28.46
	23–28	37	28.46
	29–34	21	16.15
	35–39	15	11.53
	40–45	13	10
	More than 45	7	5.38
Education	High school	49	37.69
	Academy	10	7.69
	Bachelor	65	50
	Master	6	4.6
	Doctoral	0	0
Work Status	College student	25	19.23
	Private employees	60	46.15
	Civil servants	24	18.46
	BUMN employees	21	16.15
	Others	7	5.38

Based on Table 1, the most respondents were female respondent with the number achieved 61.53%. This showed that most tourism were visiting Region III Cirebon dominated by women because women love vacation. Respondents aged 18 to 28 have a high percentage (28.46%). This showed that tourists are dominated by youth. This proved that youth prefer tourism. As student numbers rise and youth affluence rises, youth tourism has been described as one of the largest segments of Indonesia tourism. It is also seen as having potential for future growth. At the educational level showed that bachelors get a high percentage (50%). This proves that bachelors have a high interest in tourism. Bachelors of education provide potential for students to study religious and cultural tourism. Work status showed that private employees get a high percentage (46.15%). This proves that private employees have a high interest in tourism. Tourist habits carried out by workers when working holidays are one of causes for the high percentage.

4.1 Hypotheses Test

Based on the output of statistical package AMOS, the hypotheses test can be seen in Table 2. Based on the output of statistical package AMOS, the complete model testing can be see in Figure 2.

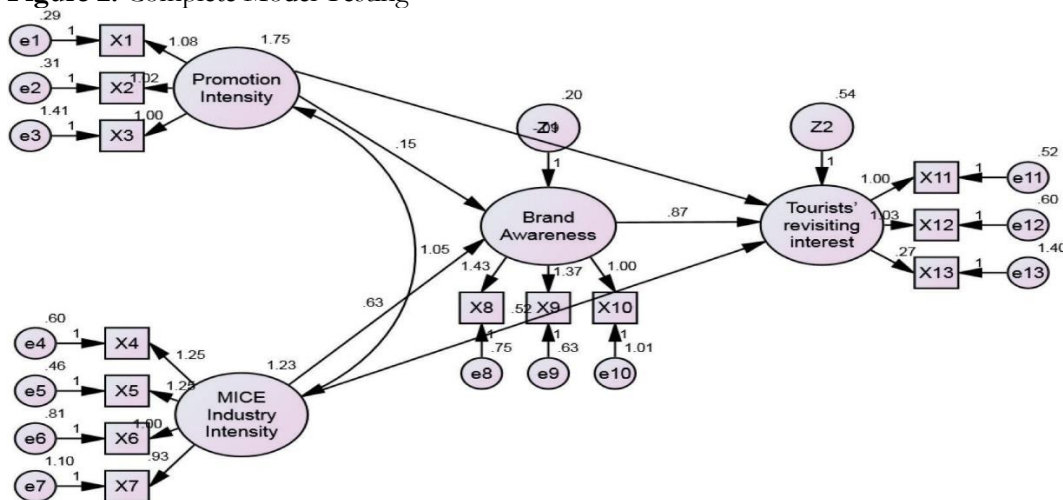
Table 2. Hypotheses Test

Hypothesized Variables			Estimate	SE	CR	P	H	Support
Brand Awareness	←	Promotion Intensity	0.203	0.099	2.046	0.041	H1	Yes
Brand Awareness	←	MICE Industry Intensity	0.686	0.104	6.573	0.000	H2	Yes
Tourists' Revisiting interest	←	Promotion Intensity	0.591	0.153	1.802	0.013	H3	Yes
Tourists' Revisiting interest	←	MICE Industry Intensity	0.416	0.212	1.964	0.050	H4	Yes
Tourists' Revisiting interest	←	Brand Awareness	0.634	0.261	2.431	0.015	H5	Yes

Source: Data Analysis, 2023.

All the Reflective Indicator Loadings are Above 0.5, Verifying the Hypotheses Significance.

Figure 2. Complete Model Testing



Based on Figure 2, the dimensions of questionnaire indicators for the variables promotion intensity, MICE intensity, brand awareness, and tourists' revisiting interest are as follows: Dimensional Promotion Intensity: number of assignment (X1), number of publicity (X2), number of companion exhibition (X3). Dimensional MICE Intensity: destination has local infrastructures which are suitable with established standards (X4), destination has services and banking institutions to facilitate visitors' financial needs (X5), destination is completed with available public transportation facilities (X6), destination has local cultures which become a certain uniqueness for the destination (X7). Dimensional Brand Awareness: familiar brands (X8), popular brands (X9), brands that recognized among competitors (X10). Dimensional Tourists' Revisiting Interest: revisiting intention (X11), giving recommendation to other people (X12), and good reputation in front of visitors (X13).

Based on the output of statistical package AMOS, it can be seen that score of chi square = 169.743; probability = 0.00; GFI = 0.832; AGFI = 0.741; CFI = 0.913; TLI = 0.886; RMSEA = 0.121; CMIN/DF = 2.877. It proved that there that no difference between co-variance matrix for sample and co-variance matrix for population in estimation. From hypothetical testing result, promotion intensity towards brand awareness showed C.R value 2.046 with probability 0.041. Therefore, probability significance ≤ 0.05 , with this result, it can be concluded, the promotion intensity has a significant influence of the brand awareness of tourism in the Region III Cirebon West Java Indonesia, was proven statistically. MICE intensity towards brand awareness showed C.R value 6.573 with probability 0.000. Therefore, probability significance ≤ 0.05 , with this result, it can be concluded, the MICE intensity has a significant influence of the brand awareness of tourism in the Region III Cirebon West Java Indonesia, was proven statistically. Promotion intensity towards revisiting intention showed C.R value 1.082 with probability 0.013. Therefore, probability significance ≤ 0.05 , it can be concluded, the promotion intensity has a significant influence of the tourists' revisiting interest in the Region III Cirebon West Java Indonesia. MICE intensity towards tourists' revisiting interest showed C.R value 1.964 with probability 0.050. Therefore, probability significance ≤ 0.05 , with this result, it can be concluded, the MICE intensity has a significant influence of the tourists' revisiting interest in the Region III Cirebon West Java Indonesia, was proven statistically. Brand awareness towards the tourists' revisiting interest showed C.R value 2.431 with probability 0.015. Therefore, probability significance ≤ 0.05 , it can be concluded the brand awareness has a significant influence of the tourists' revisiting interest in the Region III Cirebon West Java Indonesia, was proven statistically.

4.2 Promotion Intensity Relationship with Brand Awareness

Basically, a company that creates a good product but cannot communicate its product, one of which is by advertising its product well to the public, this product will be difficult for consumers to recognize. Advertisers are non-personal and structured communication consisting of product information (ideas, services, and goods) by sponsors that are known by various media, which is typically paid for and usually persuasive. With the intensity of advertising carried out by companies in introducing their products and brands, it can be possible to increase brand awareness in the customer's mind. A prospective consumer's ability to identify and remember a brand as part of a product category is known as brand awareness. Increasing brand awareness of the products offered will make it easier for companies to market their products. Advertising intensity in this study uses four indicators to measure the effect of advertising intensity on other variables. The indicators used are the frequency of advertising activities, the advertising media used, the types or features used in attractive advertising, the types or features used in creative

advertising. The relationship between brand awareness and market performance is investigated in this research, as well as the relationship between brand awareness and brand equity. The impact of the marketing mix elements on brand awareness also investigated in this research. The results of this research indicate a positive relationship between promotional activities and brand awareness. The results in this research supported by Valette-Florence et al., (2011) indicate the promotion intensity has a positive impact on brand awareness.

Promotion Intensity Relationship with Tourists' Revisiting Interest

All practices aimed at presenting or communicating a product to a target market, providing information about its features, uses, and most importantly, its life, changing perceptions, or encouraging people to act, are referred to as promotion. The public will find out about a product or service through a promotion carried out by the manager of the product or service of influence interest in returning to visit. Promotions carried out by the manager include a wide variety of promotional tools designed to stimulate a faster or stronger market response, such as promotions on social media, websites, leaflets, and banners that aim to stimulate consumer response to make a return visit interest. The results were supported by (Chang, 2017a) which suggests that promotion significantly affects consumer interest in returning to visit.

MICE Intensity Relationship with Tourists' Revisiting Interest

MICE development is very important to be encouraged. It is hoped that it will have a significant impact on the multiplayer effect in terms of industry, economy, tourism in the international and national. Meeting, Incentive, Convention, and Exhibition MICE have a vital role in developed the objects they carry. Various prospects for the development of small and medium businesses will continue to expand the MICE intensity. Various regions have provided infrastructure and facilities to sustain the increase in MICE intensity. In addition, various ways to promote their regions as MICE destinations are also being carried out. MICE development can attract MICE consumers both from within and outside the country of increase interest in visiting tourists both from within and outside the country. The results in this research supported by Buathong, K. & Lai, (2017) which suggests that the MICE industry has substantial role in the tourist sector.

MICE Intensity Relationship with Brand Awareness

MICE development is very important to be encouraged. MICE has developed now as one of the most significant sectors. Meeting, Incentive, Convention, and Exhibition in the tourism or exhibition industry, is a type of tourism in which a large group, usually carefully planned, departs together for a specific purpose. MICE is a tourism activity in which the events are a mix of business that brings together a community of people. The purpose of organizing MICE is not only to introduce new products, awards, or company strategies but to increase image so that consumer trust is maintained and increases the company's reputation. This industry cannot stand alone, meaning that it requires cooperation from various companies because it requires services and other components from many companies. The results in this research are supported by Kim, K. & Ko, (2020), which propose important relation in MICE intensity and brand awareness.

Brand Awareness Relationship with Tourists' Revisiting Interest

Brand awareness influences the formation of brand associations, so it is hoped that greater awareness of a destination will increase the perception of the brand image (Kim, H. K. & Lee, 2018). Destination awareness is a picture of someone after hearing about a tourist destination.

Furthermore, what tourist destinations come to mind when considering potential vacation destinations. Destination awareness has several indicators that have been adapted from previous researchers, such as this tourist destination has a unique view, I know this tourist destination well, this tourist destination is very famous, this tourist destination first came to my mind (Milman, A. & Pizam, 1995). Brand awareness has a significant influence on consumer choice (Lin, 2013). Brand awareness is seen as a means by which individuals become familiar with and are familiar with brand names, recognize and enhance the brand (Kim et al., 2008). The results in this research supported by Phan et al., (2019) which suggests that brand awareness is one of the factors to attract customer attention.

Conclusions

5.1 Contribution

The research employed a purposive sampling method, selecting participants based on specific criteria to ensure representation. In this study, the criteria were tourists who had visited Region III Cirebon on more than two occasions. The results of hypothesis testing revealed significant findings: Promotion intensity positively and significantly influenced brand awareness, and brand awareness had a positive and significant impact on tourists' intention to revisit. Additionally, promotion intensity had a positive and significant influence on tourists' revisiting intention, as did MICE (Meetings, Incentives, Conferences, and Exhibitions) intensity. Furthermore, MICE intensity was found to positively and significantly affect brand awareness. These findings suggest the importance of increasing tourism promotion efforts both nationally and internationally, especially through electronic media channels, to enhance tourists' interest in revisiting Region III Cirebon. While the existing MICE infrastructure in the region is satisfactory, it is imperative for the government to focus on maintaining and improving tourism facilities to compete in the global MICE market. In the service industry, proactively seizing the MICE market is not sufficient; concerted efforts involving all available resources are needed to secure international bids and partnerships with government entities. The MICE industry holds immense potential as it contributes significantly to the country's foreign exchange earnings.

5.2 Implications and Limitations

The central government and local governments should put more focus on the development of museum tourism, especially in Region III Cirebon. This is supported by the fact that in Region III Cirebon there are various kinds of tourist objects. Managers are expected to be able to add social media such as Facebook, Twitter and YouTube with interesting content/content and update social media content regularly and regularly. It is hoped that there will be promotional activities and an introduction to the potential of the MICE industry in regions throughout Indonesia, so that it will help organize MICE activities and create an icon as "World MICE Heaven". There is a need to increase the capacity to fulfill reliable human resources in managing MICE by providing intensive training for tour operators throughout Indonesia. The limitations in this study were the respondents' lack of understanding and knowledge of the questionnaires distributed, this was due to the education of the respondents who still had elementary or junior high school education. The MICE industry is very potential and beneficial for Indonesian tourism, including: (a) contributing to job creation, (b) increasing regional income and foreign exchange, (c) providing a beneficial impact on the fields of: printing, hotels, souvenir companies, travel agencies, transportation, professional conference organizers (PCO), small

and medium enterprises (SMEs), and event organizers. MICE held in Indonesia can have many impacts in the form of distinct benefits for the progress of the Indonesian tourism industry considering that there are various business potentials that can benefit greatly from the MICE Industry, ranging from printing, hotels, souvenir companies, travel agencies, transportation, professional conference organizers (PCO), small and medium enterprises (SMEs), conference halls, infrastructure facilities and infrastructure, communication networks and various tourist attractions. The role of local government is indeed very important in developing the MICE industry. With the aggressive developments in the hospitality sector today, in general, every provincial capital in Indonesia is capable of holding national and even international MICE activities.

5.3 Future Research Directions

For further research, it is hoped that it can develop further and in-depth research by increasing the number of respondents who have the potential to influence tourists' intention to return. The probability in this study is less than 0.05, so it is necessary to increase the number of samples and pay more attention to the feasibility test of the model. Meanwhile, the value of goodness of fit can be increased by retesting the research model by adding appropriate variables or indicators. Research objects can be further developed not only in tourism objects and expand the area of research objects not only in Region III Cirebon. There is controversy between the intensity of promotions and the intention to return tourists, for future research it is better to examine the relationship between the intensity of promotions and the intention to return tourists.

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