Tourism industry is now recognized as the key driver of socioeconomic growth of the country by generating income, creating jobs and promoting infrastructure development. Globally, the tourism industry is a reliable trading commodity after petroleum, chemical and food industry (UNWTO, Tourism Highlights 2012 Edition). The tourism industry plays an important role in the economic movement in Indonesia. Tourism industry's contribution to the economy in 2011 was as the fifth largest foreign exchange earner after oil and gas, coal, palm oil and rubber processing (Ministry of Tourism and Creative Economy, Republic of Indonesia, 2012).

As a special area of the capital city, Jakarta is the center of government and center of the Indonesian economy. Jakarta is a city that reflects the pride of the Indonesian nation and is a gateway for foreign tourists when visiting Indonesia. Jakarta has a variety of tourist attractions related to culture, history, entertainment, shopping, dining, sports, natural beauty and so on. Jakarta has a tourism slogan "Enjoy Jakarta" which was introduced by the Governor of Jakarta and the Provincial Tourism Office of Jakarta in March 2005, and is still in use today.

The purpose of the launch of the tourism slogan "Enjoy Jakarta" was to increase the number of foreign tourists in 2005 to as many as 2.2 million visitors, or double the number of tourists who visited Jakarta in 2004 (Rumata, 2011). These efforts failed to achieve the specified targets, the number of foreign tourists visiting Jakarta in 2005 was 1.16 million tourists. The target number of 2.2 million foreign tourists visited Jakarta was reached in 2012. This gave an indication that the destination brand of Jakarta is still weak that further studies need to be done to build a strong destination brand. By having a strong brand, it is expected that the brand will be able to change the attitude of international travelers towards Jakarta and to change the assessment done by international travelers on Jakarta. In addition, a strong brand will increase the effectiveness of marketing programs that support the city's tourism marketing strategy.

This study aims to build models of tourist satisfaction and brand loyalty of the city in relation to its effect on the brand equity of the city. This study includes an analysis of the determinants of brand equity formers destination Jakarta, among others, brand awareness, perceived quality, brand associations and brand experiences, and relation to tourist satisfaction.

The research design used in this study were descriptive research and causal-explanatory research. The method used in this study was a quantitative and qualitative study, that were conducted simultaneously. Data collection for primary data in this study was conducted through a survey by direct interviews using questionnaires. The method of analysis used in this study were Structural Equation Model (SEM) to test the causality patterns through the data, and descriptive analysis was used on demographic data to obtain deep information on

SUMMARY

TARA FARINA SRIHADI. Model of Tourist Satisfaction and Brand Loyalty and its Relation with Destination Brand Equity of Jakarta. Supervised by HARTOYO, DADANG SUKANDAR, dan AGUS W. SOEHADI.
tourists' behavior and discriminant analysis to analyze tourists' psychographic data. The number of respondents that used for SEM analysis, descriptive and clusters are 393 foreign tourists. The findings indicate that brand loyalty has a positive influence on brand equity destination Jakarta. The results of the study for all tourists indicate that the effect of brand experience on brand loyalty is greater than the influence of tourist satisfaction on brand loyalty. While the results of research Asian tourists show that tourist satisfaction has the highest influence on brand loyalty. Brand awareness has significant impact on loyalty for both the overall tourists and Asian tourists. In this case, to make Jakarta ahead of other cities as a tourist destination, the Jakarta should offer a unique tourism experience and extraordinary that travelers will choose to visit Jakarta. Besides that, Jakarta should be able to create a satisfying travel experience for foreign tourists, so tourists will have the desire to revisit Jakarta.

Keywords: Destination Brand Equity, Brand Loyalty, Brand Experience, Tourist Satisfactions, Jakarta.