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AFRICAN JOURNAL OF FOOD, AGRICULTURE, NUTRITION AND DEVELOPMENT
SCHOLARLY, PEER REVIEWED
Volume 26 No. 2
February 2026
PUBLISHED BY AFRICAN SCHOLARLY SCIENCE COMMUNICATIONS TRUST
ISSN 1684 5374

Afr. J. Food Agric. Nutr. Dev. 2026; 26(2): 28783-28805 https://doi.org/10.18697/ajfand.149.26390

Date	Submitted	Accepted	Published
	24th September 2025	20th January 2026	3rd March 2026

BUILDING DESTINATION BRAND EQUITY TEBA MAJALANGU AS A SUBAK-BASED AGROTOURISM IN THE URBAN AREA OF BALI PROVINCE

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Volume 26 No. 2
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ABSTRACT

This study aims to evaluate destination brand awareness, brand image, quality, trust, satisfaction, and brand equity at TeBa Majalangu agrotourism, as well as analyze the influence of the first five factors on brand equity. This study is driven by the importance of destination branding in sustainable and culturally rooted agrotourism. TeBa Majalangu represents a unique case because it integrates cultural heritage, particularly the subak system, with educational and environmentally friendly tourism. Data werecollected from 96 visitors through structured questionnaires, while qualitative and quantitative descriptive analysis wasused to interpret the data with the application of Generalized Structured Component Analysis (GSCA) to explore the relationships between variables. The results show that brand awareness, brand image, and perceived quality do not have a significant influence on destination brand equity. Conversely, brand trust and visitor satisfaction exhibit significant positive effects, underscoring their pivotal role in enhancing destination brand value. These results suggest that emotional and experiential dimensions, including trust and satisfaction, have a greater impact on shaping brand equity than traditional marketing attributes, such as awareness and image. The theoretical contribution of this study is a deeper understanding of brand equity development in environmentally and culturally based agrotourism. It highlights that maintaining trust and satisfaction is crucial for long-term brand value, especially in destinations that depend on cultural heritage and ecological sustainability. Practically, these findings suggest that TeBa Majalangu managers should prioritize service quality, environmental conservation, the development of meaningful educational activities, and enhanced promotional strategies. Expanding agriculture-based activities such as hydroponics and diversifying flora and fauna can further increase visitor engagement and satisfaction. Promotion through local influencers and social media is also recommended, to strengthen public awareness and position TeBa Majalangu as a leading agrotourism destination. Overall, this study shows that destination brand equity in agrotourism is driven by the ability to build and maintain visitor trust and satisfaction. Strengthening these aspects not only improves competitive positioning but also contributes to the preservation of cultural heritage and the sustainability of the subak system through educational tourism initiatives.

Key words: Agriculture, Agrotourism, Branding, Destination, Education, Environment, Trust, Visitor Satisfaction

Citation: Sudarma IM, Yuarini DAA, Sukendar NMC, Pradnyandari AASDS, Arisena GMK, Dewi NLMIM, LDR Fajarini Building Destination Brand Equity Teba Majalangu as a Subak-based Agrotourism in the Urban Area of Bali Province. *Afr. J. Food Agric. Nutr. Dev.* 2026; **26(2):** 28783-28805. https://doi.org/10.18697/ajfand.149.26390

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ISSN 1684 5374

INTRODUCTION

The background of this research is the ongoing conversion of agricultural land to non-agricultural uses, driven by the increasing needs of urban communities [1]. Rapid urbanisation and the growth of agrotourism exert dual pressures that accelerate the conversion of productive farmland into non-agricultural uses, such as villas, cafes, and homestays [2]. This condition impacts ecological and cultural aspects, particularly local agricultural traditions [3, 4]. In recent years, the Bali Provincial Government has focused on developing agriculture-based tourism to manage, preserve, and sustain the environment, local agricultural culture, and various environmentally friendly tourism potentials [5]. This aligns with tourist visits shifting toward nature-based attractions and local cultural education, as people become increasingly uninterested in artificial tourist destinations. This opportunity can be maximized to attract visitors to natural and culturally rooted destinations, such as agrotourism.

The Kertalangu Cultural Village is home to "*TeBa Majalangu*," one of the most prominent agrotourism destinations in Bali, located in the heart of Denpasar City, specifically in Kesiman Kertalangu Village, East Denpasar District. As an urban-based agrotourism destination, TeBa Majalangu plays an important role in introducing agricultural activities within a city environment.

TeBa Majalangu has attracted considerable public attention, recording 83,873 visitors between January to July 2023 [6], with the majority of visitors being domestic tourists. This high visitation indicates the growing interest in agrotourism as an alternative tourism model that combines recreation, education, and sustainability. TeBa Majalangu offers agriculture-based educational tourism experiences that emphasize environmental awareness and local wisdom. In Balinese terminology, *teba* refers to the backyard area of a traditional house, while *Majalangu* refers to a historical kingdom that once existed in the Kesiman Kertalangu area. The name *TeBa* also represents an acronym for *Tempat Belajar Alam* (Nature Learning Place), reflecting the site's environmentally friendly and educational concept. As a subak-based agrotourism destination, TeBa Majalangu integrates cultural heritage, agricultural practices, and sustainable tourism principles, making it a relevant case for examining destination brand equity within culturally rooted and environmentally oriented tourism contexts.

This educational tourism destination offers a range of attractions, including agricultural displays, livestock exhibits, plantations, cooking classes, herbal drink-making demonstrations, and traditional Balinese games. These activities help enhance visitors' knowledge of agriculture and its importance [7]. The research problem addressed in this study is the growing phenomenon of land conversion, highlighting the need to further examine the supporting factors that ensure the

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ISSN 1684 5374

sustainability and preservation of *subak* in Denpasar City [8]. The problem-solving approach involves analyzing the destination brand equity of *TeBa Majalangu* to help determine which aspects should be prioritized for development. This research aims to contribute to understanding destination brand equity, which can serve as a basis for enhancing environmentally based destinations, such as agrotourism, to ensure long-term sustainability and broader benefits for the community. The novelty of this study lies in addressing gaps in previous research that focused solely on the influence of facilities on brand image [6]. This study explored the relationship between destination brand awareness, image, quality, trust, and satisfaction, and their influence on TeBa Majalangu Agrotourism's destination brand equity.

LITERATURE REVIEW

Subak

Subak is an irrigation management system in Balinese society that operates under customary laws rooted in cultural and religious values. According to Kohdrata *et al*. [9], Subak is one of Bali's cultural products, consisting of tangible elements, such as rice field landscapes, and intangible elements, such as local agricultural systems and autonomous irrigation farmer organizations. A significant milestone in Balinese agriculture was reached in 2012 when UNESCO designated Subak as a World Cultural Heritage Site under the title "Cultural Landscape of Bali Province: the Subak System as a Manifestation of the Tri Hita Karana Philosophy" [10]. The role of Subak in Balinese agriculture encompasses two aspects: it functions both as a farmer-managed irrigation system and as an autonomous irrigation institution (self-governing irrigation organization) [10]. Sustainable alternatives to modern irrigation systems are urgently needed [11]. Therefore, the Subak system plays a vital role in the ecological management and sustainable use of water resources by the Balinese community [12]. In addition to managing irrigation, traditional Subak practices also contribute to protecting ecosystems and the hydrological cycle, making them an integral part of efforts to achieve sustainable agriculture.

Agrotourism

Agrotourism is a tourism activity that utilizes agriculture as its main attraction[13]. Agrotourism involves a series of tourism activities that leverage the potential of agriculture as a tourist attraction, including natural scenery in agricultural areas, the characteristics and diversity of agricultural production activities, agricultural technology, and the culture of farming communities. A similar view is expressed in Shen *et al.* [14], who define agrotourism as integrating agricultural activities or rural environments with tourism experiences. Agrotourism can serve as a form of sustainable and multi-functional tourism development in rural areas, bringing tourists closer to nature and rural life, and allowing them to feel engaged, entertained, and enjoy the experience of travel [15]. It is developed as a physical activity and a means

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ISSN 1684 5374

to fulfill human needs in ways that align with sustainability, appropriateness, aesthetics, and comfort [16]. Its development is essential in Bali, where the potential for agrotourism is abundant. Maximizing agrotourism's potential is expected to enhance the well-being of both farmers and destination managers while also supporting sustainable agriculture. Previous studies argue that sustainable agrotourism encourages farmers to offer visitors enjoyment, education, and new experiences, grounded in a sense of responsibility and environmental awareness [17]. In the long term, sustainable agrotourism is expected to improve the welfare of farmers involved in such initiatives.

Destination Brand Equity

Brand equity refers to a set of brand assets and liabilities that add to or reduce the value of a product or service for a company or its customers [18]. The concept of destination brand equity for cultural organizations and activities is defined as the added value of a cultural brand, which is recognized by the market through increased attachment to the brand and/or the organization [19]. There are five dimensions of brand equity, namely:

i. Brand awareness reflects the extent to which consumers are able to recognize and recall a brand within a specific category.

ii. Brand image represents the “face” presented to consumers and is often the first aspect evaluated by potential customers before engaging with a product or service.

iii. Brand quality encompasses consumers’ perceptions of the quality or superiority offered by a brand based on their expectations and the brand’s capacity to meet them, leading to brand satisfaction.

iv. Destination brand trust refers to visitors’ confidence in a tourism destination’s ability to deliver reliable, consistent, and satisfying experiences.

v. Brand satisfaction refers to the response generated from the confirmation of customer expectations, assessed based on the level of satisfaction experienced by visitors at the destination.

MATERIALS AND METHODS

Research Location

This research was conducted at TeBa Majalangu Agrotourism, located in Kesiman Kertalangu Village, East Denpasar District, Denpasar City, Bali Province, Indonesia. The agrotourism area covers approximately 1.4 hectares and offers agriculture-based educational tourism activities. The study site was selected purposively due to its relevance to the research objectives, particularly its role as a subak-based agrotourism destination that integrates agricultural education, cultural heritage, and

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ISSN 1684 5374

environmental sustainability. In addition, TeBa Majalangu attracts a substantial number of visitors, predominantly domestic tourists, which provided adequate accessibility to respondents and supported data collection for destination brand equity analysis.

This study employed a cross-sectional research design using a quantitative survey approach, supported by qualitative data for contextual interpretation. The quantitative component was used to examine the relationships among destination brand awareness, brand image, perceived quality, brand trust, visitor satisfaction, and destination brand equity. Qualitative information obtained through interviews, observation, and documentation was used to support and triangulate the quantitative findings. The methodology comprises population definition and sampling procedures, data collection method, research variables and indicators, and data analysis techniques.

Population and Samples

The population used in this study was domestic visitors to the TeBa Majalangu Agrotourism Site because Majalangu's visitor population during the research period consisted almost entirely of domestic visitors, as the site is primarily promoted as a children's educational destination for local schools. Due to the unknown population size, the sample was selected using accidental sampling with predetermined inclusion criteria to ensure relevance. The criteria are as follows: 1) visitors aged 18 years and above who actively participated in TeBa Majalangu's educational activities, 2) data were collected across different days and times to increase visitor variation, 3) demographic characteristics (age, gender, and education) were monitored to maintain sample heterogeneity. The sample size was determined using the Lemeshow formula because of this formula can use in social research with unknown population. The formula is as follows:

$n = (Z^2 \times P \times (1 - P)) / d^2$

$n = (1.96^2 \times 0.5 \times (1 - 0.5)) / 0.1^2$

$n = 3,8416 \times 0,25 / 0.01$

$n = 96$

Description:

n = Sample size

Z = Z-score at 95% confidence level = 1.96

P = Estimated population proportion (unknown = 0.5)

d = Alpha (0.10) or a sampling error of 10%

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Using P = 0.5, Z = 1.96, and d = 0.1 in the Lemeshow formula resulted in a minimum sample size of 96.

Data Collection Methods

Data in this study were collected through a structured questionnaire, interviews, observation, and documentation. The interviews were conducted with visitors of TeBa Majalangu to obtain qualitative insights and perception into their experiences, while the structured questionnaires were used to generate quantitative data based on 39 indicators across six variables, measured on a five-point Likert scale (1–5). Observation involved directly recording natural visitor behaviors and field conditions without intervention to ensure that contextual information was captured objectively. Documentation included the collection of relevant written materials such as reports, guidebooks, educational modules, and media related to agricultural learning activities at TeBa Majalangu. Only the quantitative data obtained from the structured questionnaires were used as manifest variables in the statistical analysis using GSCA. The interview, observation, and documentation data were not included as statistical inputs; instead, they were used qualitatively to support, triangulate, and contextualize the findings. These qualitative sources helped explain patterns observed in the structural model, interpret visitor responses, and strengthen the overall validity of the conclusions.

Research Variables and Indicators

This study included six research variables: a) destination brand awareness, b) destination brand image, c) destination brand quality, d) destination brand trust, e) destination brand satisfaction, and f) destination brand equity, with a total of 39 indicators. The research variables and their indicators are presented in Table 1.

Data Analysis

The analytical method used is adjusted to the objectives of the study. There are three objectives in this study. Objective one in this study is to examine the characteristics of visitors to TeBa Majalangu Agrotourism; Objective two in this study is to investigate destination brand awareness, image, quality, trust, satisfaction, and destination brand equity at TeBa Majalangu Agrotourism. Objectives one and two in this study were analyzed using qualitative and quantitative descriptive analysis. Qualitative descriptive analysis was used to interpret narrative responses from interviews and field notes. Quantitative descriptive analysis summarized the numerical questionnaire data using means, percentages, and category classifications. The quantitative and qualitative data obtained were subsequently grouped into several sections based on the average score of respondents' answers for each indicator and presented in the form of a simple tabulation table and analyzed descriptively to validate various phenomena, properties, or component compositions

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in the form of structured descriptions. Objective three in this study was to analyze the influence of destination brand awareness, destination brand image, destination brand quality, destination brand trust, and destination brand satisfaction on Destination Brand Equity using Generalized Structured Component Analysis (GSCA). Generalized Structured Component Analysis (GSCA) is a component-based Structural Equation Modeling (SEM) technique used to analyze relationships among latent variables. This analysis is suitable when the sample size is small to moderate between ≥30 – 100 respondents, model has many indicators, and for social research. Figure 1 below shows a research diagram.

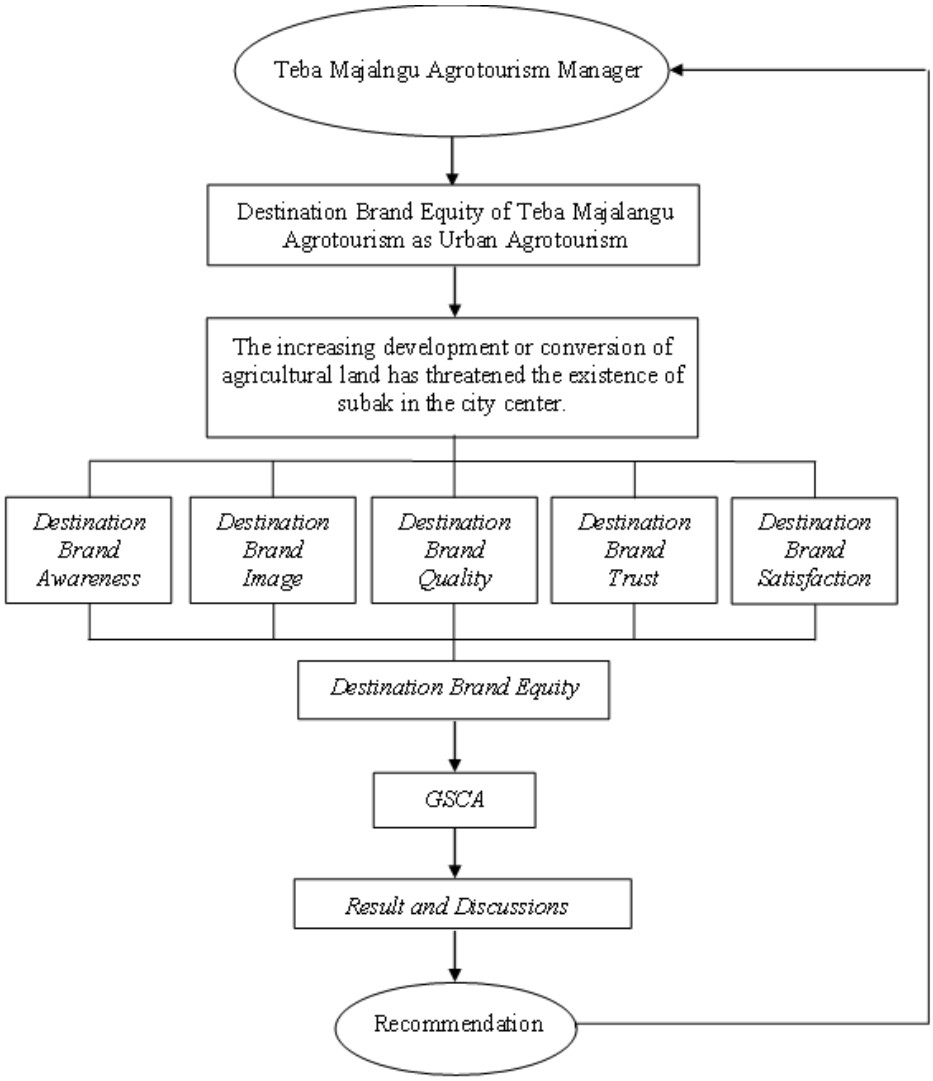

Figure 1: Research Diagram

The diagram first presents the overall research flow adopted in this study, outlining each stage of the research process. It also depicts the causal relationships among variables, with the arrows indicating the directional influence paths between

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Volume 26 No. 2
February 2026
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constructs as tested in the GSCA model. Evaluation of the model in the GSCA analysis consists of 3 stages with the following conditions:

Evaluation of the Measurement Model

Measurement model evaluation is conducted to assess the relationship between construct variables and their indicators or manifest variables. Two tests were used in this study: validity and reliability. An indicator is considered valid in convergent validity if its loading factor is greater than 0.70 [20] which signifies that the indicator adequately represents the construct it is intended to measure. After conducting a validity test, the next step is to conduct a reliability test. Reliability shows the consistency of measuring instruments in measuring variables. Reliability testing examines the PVE (Proportion of Variance Explained) and Dillon-Goldstein's Rho (Composite Reliability) values. A measuring instrument is considered reliable if the PVE values are ≥ 0.05 and Rho is ≥ 0.70 [21].

Evaluation of Goodness of Fit Model Criteria

Model fit is assessed using six indices based on the fit function, using the estimation method: FIT, AFIT, Fits, FITm, GFI, and the standardised root mean square residual (SRMR). The index criterion for measuring this model fit is the FIT value, which ranges from 0 to 1; the greater the FIT value, the better the resulting model [22]. The GFI value indicates the level of fit of the model estimate. A good GFI value is over 90% [23]. Standardized Root Mean Square Residual (SRMR) value < 0.08 [24].

Evaluation of Structural Model (Inner Model)

The structural model was evaluated to assess the causal relationships among the latent variables. The strength of these relationships is indicated by the path coefficient values. A path coefficient greater than 0.50 represents a strong effect, while values above 0.10 indicate a weak effect, and values between 0.30 and 0.50 indicate a moderate effect [25]. The significance of each path is determined using the Critical Ratio (CR). At a 95 percent confidence level with a two-tailed test, the CR value must exceed 1.96 for the relationship to be considered statistically significant.

RESULTS AND DISCUSSION

Demographic Characteristics

The characteristics of visitors in this study were analyzed across four categories: gender, age, highest level of education, and profession. The characteristics of most TeBa Majalangu visitors in each category are summarized in Table 2 below. Consumer characteristics provide an overview of visitor preferences. It is undoubtedly crucial for agrotourism businesses to pay attention to and understand how to predict and meet the desires and needs of visitors. Based on Table 2, the

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respondents in this study were predominantly female (79.2%). This occurred because the respondents were parents of students visiting *TeBa Majalangu*, and the majority were mothers who accompanied their children on these recreational activities. *TeBa Majalangu* consistently receives visits from schools in Bali every day, from playgroups to university levels. Respondents who filled out this questionnaire were predominantly those aged 28-41 (69.8%), from the millennial generation. Based on their last level of education, respondents in this study generally held a high school education (53.1%), and the occupations of the respondents in this study were predominantly those of private employees (45.8%).

The Conditions of Destination Brand Awareness, Image, Quality, Trust, Satisfaction, and Destination Brand Equity of TeBa Majalangu in Denpasar City, Bali

The variables in this study were analyzed based on respondents' answers to questions in a questionnaire that assessed destination brand awareness, image, quality, trust, satisfaction, and destination brand equity. A summary of the average scores for all variables in this study is shown in Table 3. The variable conditions in this study were based on the average responses of TeBa Majalangu visitors. Based on Table 3, destination brand awareness (DBAw) is in the adequate category. This may be because many visitors only know about TeBa Majalangu when accompanying their children on field trips. This finding shows that systematic promotion to a wider audience has not been maximized. Destination brand trust is in the excellent category because most respondents believe that TeBa Majalangu has a positive impact, offers good quality, and shows commitment to preserving the natural environment. This perception is very important in building long-term loyalty and engagement, given that trust is a key element in building sustainable destination brand equity.

The other four variables, namely destination brand image, destination brand quality, destination brand satisfaction, and destination brand equity, fall into the good category, with scores ranging from 72.9% to 77.2%. These scores indicate that although TeBa Majalangu has performed well in presenting a positive image, providing satisfactory quality, and creating overall visitor satisfaction, there is still significant room for improvement. Improving supporting facilities, strengthening the destination's unique position, and diversifying educational and recreational activities can further improve the performance of these variables.

Overall, the results of this study indicate that TeBa Majalangu has built a strong foundation in terms of trust and performance in various dimensions of brand equity. However, greater efforts to increase awareness and improve infrastructure are still needed to optimize its potential as a sustainable agrotourism destination in urban areas. These findings are in line with Aaker's brand equity theory [18], which states

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Volume 26 No. 2
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ISSN 1684 5374

that brand awareness is an important foundation in building brand image. Furthermore, [18] emphasizes that low brand awareness will make it difficult for consumers to form a clear image of a brand. This statement is supported by previous studies conducted by Kim and Lee [26] and Martin *et al.* [27], which state that destination brand awareness has a significant effect on destination brand image. In addition to destination brand awareness and image, destination brand quality was also found to have no significant effect.

The Influence of Destination Brand Awareness, Destination Brand Image, Destination Brand Quality, Destination Brand Trust, and Destination Brand Satisfaction on Destination Brand Equity

Evaluation of the Measurement Model

The measurement model evaluation results indicate that, out of the 39 indicators initially examined, 20 indicators met the validity criteria and were retained in the final model. All retained indicators exhibit factor loading values ≥ 0.70, confirming adequate convergent validity. The final results of the valid indicators are presented in Table 4. In addition, Figure 2 illustrates the final GSCA measurement model constructed using only the valid indicators.

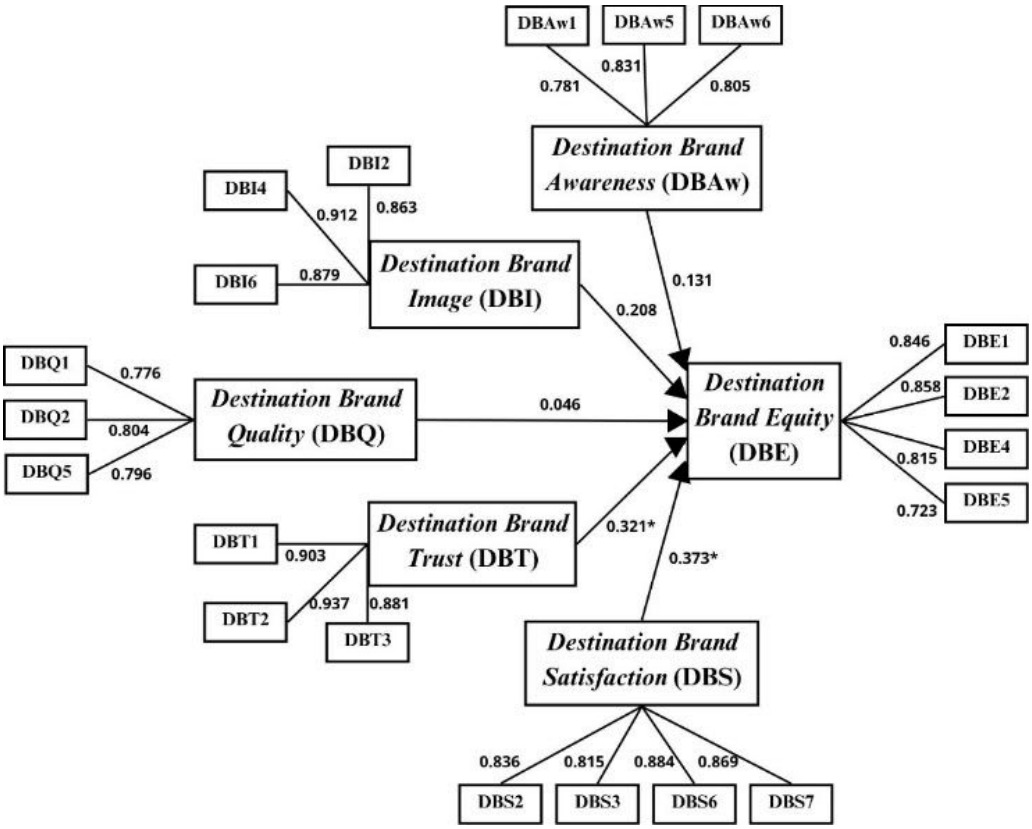

Figure 2: Research Diagram

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Volume 26 No. 2
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ISSN 1684 5374

After conducting a validity test, the next step is to conduct a reliability test. Reliability testing examines the PVE (Proportion of Variance Explained) and Dillon-Goldstein's Rho (Composite Reliability) values. The PVE and Rho values in this study are presented in Table 5. The results in Table 5 show that the research variables are reliable in their measurements. This is because all variables met the PVE and Rho value criteria. The findings from the measurement model evaluation demonstrate that the constructs used in this study are empirically sound and theoretically appropriate for assessing destination branding in the context of agrotourism. The reduction of indicators from 39 to 20 through rigorous elimination strengthened the overall measurement accuracy by retaining only indicators with strong representational value. This process ensures that the retained indicators truly capture the essence of the constructs measured, such as brand awareness, brand image, perceived quality, brand trust, satisfaction, and destination brand equity. It is noteworthy that destination brand quality exhibited the lowest PVE (0.628) and Rho (0.835) among the constructs. While these values still meet the required reliability thresholds, the comparatively lower scores suggest that visitors' perceptions of quality may be more varied or influenced by a broader range of factors. Product quality is defined as a product's ability to perform its function [28]. This pattern aligns with the descriptive findings, which indicate that perceived quality, though rated positively, still presents opportunities for improvement.

Evaluation of Goodness of Fit Model Criteria

Model fit is assessed using six indices based on the fit function, using the estimation method: FIT, AFIT, Fits, FITm, GFI, and the standardised root mean square residual (SRMR). The results of the fit calculation in this study are presented in Table 6. Based on these criteria, the model in this study can be said to have met the requirements and can proceed to the following analysis stage. These results indicate that the model demonstrates an adequate level of fit based on the recommended thresholds. The GFI value, which exceeds 0.90, suggests that the estimated model corresponds closely with the observed data and reflects a strong level of model accuracy. This alignment indicates that the constructs included in the analysis, such as brand awareness, brand image, perceived quality, trust, satisfaction, and brand equity, are appropriately specified and capture the underlying structure of visitor perceptions at TeBa Majalangu. The SRMR value, which falls below 0.08, further supports the acceptability of the model by showing that the residual differences between the predicted and observed covariance matrices are minimal. This result implies that the model's predictive capability is reliable and that the causal paths among constructs are not affected by excessive estimation errors. Taken together, the GFI and SRMR results confirm that the model is sufficiently robust for further interpretation. They demonstrate that the relationships tested in the structural model

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reflect meaningful empirical patterns rather than random variation. This strong model fit increases the credibility of the subsequent interpretation of path coefficients and ensures that the conclusions regarding the influence of trust, satisfaction, and other branding dimensions on destination brand equity are supported by a statistically sound framework.

Evaluation of Structural Model (Inner Model)

The inner model is assessed by analyzing the path coefficient values and their corresponding significance levels, as presented in Table 7. Based on the results, two variables significantly influence destination brand equity: destination brand trust and destination brand satisfaction, as indicated by their critical ratio (CR) values exceeding [29]. Destination brand trust has a CR value of 2,892, while destination brand satisfaction has a CR value of 4,099. These findings suggest that higher visitor trust and satisfaction directly contribute to strengthening the brand equity of TeBa Majalangu.

Destination brand trust is measured by three key indicators: providing a positive impact, offering good quality, and preserving the natural environment. Many visitors reported that TeBa Majalangu gave them positive experiences, affordable facilities, and confidence that the destination is committed to environmental sustainability. This belief encouraged them to revisit frequently, ensuring the site remains active while supporting ecological preservation. These findings align with studies in Dedy [30], which also demonstrated that destination brand trust significantly strengthens brand equity.

In addition to trust, destination brand satisfaction significantly contributes to brand equity. Visitors expressed that TeBa Majalangu met their expectations, particularly regarding facilities and infrastructure, and they felt the value received was worth the price paid. This satisfaction enhanced their willingness to revisit in the future. Moreover, satisfaction with facilities, infrastructure, and educational experiences directly increased brand equity by reinforcing perceptions of affordability, competitiveness, and overall value. These results are consistent with Gunden *et al.* [31], who found that higher consumer satisfaction leads to stronger revisit intentions.

Conversely, destination brand quality had the lowest CR value (0.517), indicating no significant impact on brand equity. Quality was measured by cleanliness, safety, and facilities, but respondents perceived substantial room for improvement. Issues raised included damaged jogging tracks, restroom comfort and cleanliness, insufficient lighting, limited parking space, and a need for additional seating, shaded areas, photo spots, and children's play facilities. Concerns were also noted regarding the arrangement of the catfish pond and general environmental cleanliness, particularly in managing plastic waste along the jogging track and rice

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fields. These findings align with Nadernezhad and Vakilalroaia [32], who also reported that perceived quality does not significantly influence brand equity.

Regarding facilities and infrastructure, visitors expect improvements to the damaged jogging track and the comfort of restroom facilities, including cleanliness, additional lighting in the restroom area, and a neater and more adequate parking area. Furthermore, extra facilities such as seating, shaded areas, photo spots, and children's play areas, including swings, are needed, which can be operated for extended periods. The arrangement of the catfish pond is also a concern for a more organized appearance. Environmental cleanliness is an important aspect that needs improvement, especially along the jogging track and rice fields. Handling plastic waste and maintaining general cleanliness are highly desirable to preserve the beauty and freshness of the natural environment. Therefore, this is an essential note for TeBa Majalangu to improve its quality.

Based on visitor feedback, several constructive suggestions have been made for developing TeBa Majalangu as an agricultural-based educational tourism destination based on the various inputs collected. From an academic perspective, it is recommended that TeBa Majalangu incorporate a variety of plants, including vegetables, fruits, and family medicinal plants (TOGA), to enhance the direct learning experience for children, particularly through outbound activities and farming practices. The introduction of livestock and agricultural systems, such as irrigation and rice planting, is also expected to strengthen children's insights into agriculture. To support this, it is recommended that cooperation be established with local schools to integrate educational activities more systematically. Regarding promotion and development, several visitors suggested that TeBa Majalangu be more active in promoting its appeal to the broader community, especially as a children's educational vehicle relevant to today's children, who are prone to technology. Local culinary delights such as Balinese snacks and traditional drinks offered by TeBa Majalangu increases tourist appeal. Overall, visitors expressed their hope that TeBa Majalangu would continue to develop, preserve the local natural environment and culture, and maintain the quality of its services and its neat and beautiful atmosphere. A commitment to sustainable management and responsiveness to visitor feedback is crucial for TeBa Majalangu to become a superior educational tourism destination and a competitive and sustainable destination in the long term.

CONCLUSION AND RECOMMENDATIONS FOR DEVELOPMENT

Based on the results of this study, destination brand trust built on positive impact, high quality, and environmental sustainability has a significant influence, indicating that it serves as an essential foundation for enhancing TeBa Majalangu's destination brand value. Additionally, destination brand satisfaction, which includes meeting expectations, providing enjoyable experiences, and offering adequate facilities and

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SCHOLARLY, PEER REVIEWED
Volume 26 No. 2
February 2026
PUBLISHED BY AFRICAN SCHOLARLY SCIENCE COMMUNICATIONS TRUST
ISSN 1684 5374

infrastructure, also contributes to brand value. Therefore, if TeBa Majalangu aims to promote its agrotourism, visitor trust and satisfaction are key factors that must be prioritized. Visitor trust can be strengthened by delivering meaningful activities, maintaining service quality, and preserving the surrounding environment. Visitor satisfaction can be achieved by fulfilling expectations, providing engaging educational experiences, and ensuring well-maintained facilities. A recommended strategy is to expand agricultural activities, such as introducing hydroponic farming methods, to encourage visitors to start home gardening and increase environmental awareness. Many visitors also suggest enhancing the diversity of flora and fauna to enrich the educational experience. Maintaining ecological sustainability will help build a strong destination brand image characterized by stunning views, a natural ambiance, and a pollution-free environment while ensuring cleanliness, safety, and quality infrastructure. Furthermore, promotion is a key consideration. TeBa Majalangu is advised to conduct large-scale promotional campaigns by inviting local influencers and utilizing social media to increase public awareness. This is expected to increase familiarity with TeBa Majalangu, particularly among the Balinese community, and position it as a leading agrotourism destination for agricultural education in Denpasar City.

ACKNOWLEDGEMENTS

We want to thank the managers of *TeBa Majalangu* and Kelian *Subak* Padang Galak for the golden opportunity to conduct this project. Not to mention their valuable and profound assistance in the data collection. We also thank all respondents for their valuable contribution and voluntary consent to participate in this study. This study was funded through a contract between DPPM and LPPM under Grant Number 121/C3/DT.05.00/PL/2025, issued on May 28, 2025. A subsequent contract was established between LPPM and the researchers under Grant Number B/335-35/UN14.4. A/PT.01.03/2025, issued on June 2, 2025.

Conflict of interest

The authors declare that there are no conflicts of interest.

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Table 1: Research Variables & Indicators

No.	Research Variable	Research Indicator
1	Destination Brand Awareness (DBAw)	Top of Mind
		Brand recall
		Brand recognition
		Famous destinations
		Often heard
		Already know the tourist destination
2	Destination Brand Image (DBI)	Interesting characteristics
		Stunning view
		Place arrangement
		Nature
		Great place to visit
		Pollution-free environment
3	Destination Brand Quality (DBQ)	Comfortable atmosphere
		Cleanliness
		Security
		Service
		Activities
		Facility
		Quality of experience
4	Destination Brand Trust (DBT)	Brands have a positive impact
		Brand provides good quality
		Consistent
		As promised
		Management listens to visitor feedback
		This agrotourism can continue to grow
5	Destination Brand Satisfaction (DBS)	Relevance
		Expectation
		A satisfying experience
		Satisfaction level

https://doi.org/10.18697/ajfand.149.26390

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		Satisfactory facilities
		Complete facilities and infrastructure
		Fulfillment of desires
		Desire to visit again
		Price conformity
		Recommendation
6	Destination Brand Equity (DBE)	Economical destination
		Competitive prices
		Consumer interest
		Visit decision

Table 2: Demographic Characteristic

No	Respondent Characteristics	Majority	Number of Respondents	
			(Person)	(%)
1	Gender	Woman	76	79.2%
2	Age	28-41 (Millennial Generation)	67	69.8%
3	Last education	Senior High School	51	53.1%
4	Profession	Private sector employee	44	45.8%

Table 3: The conditions of variables

No	Variables	Standard Deviation	Mean	Percentage Score	Score Category
1	DBAw	1.34	3.34	66.8%	Sufficient
2	DBI	1.16	3.71	74.2%	Good
3	DBQ	1.05	3.79	75.7%	Good
4	DBT	0.73	4.24	84.8%	Excellent
5	DBS	0.85	3.86	77.2%	Good
6	DBE	0.88	3.65	72.9%	Good
	Average	**1.00**	**3.76**	**75.3%**	**Good**

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Table 4: Convergent validity test results

No.	Variables	Indicator	Loading
1	DBAw	DBAw1	0.781
		DBAw5	0.831
		DBAw6	0.805
2	DBI	DBI2	0.863
		DBI4	0.912
		DBI6	0.879
3	DBQ	DBQ1	0.776
		DBQ2	0.804
		DBQ5	0.796
4	DBT	DBT1	0.903
		DBT2	0.937
		DBT3	0.881
5	DBS	DBS2	0.836
		DBS3	0.815
		DBS6	0.844
		DBS7	0.869
6	DBE	DBE1	0.846
		DBE2	0.858
		DBE4	0.815
		DBE5	0.723

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Table 5: Reliability test results

No.	Criteria	Variable					
		DBAw	DBI	DBQ	DBT	DBS	DBE
1	PVE	0.649	0.783	0.628	0.823	0.708	0.659
2	Rho	0.847	0.915	0.835	0.933	0.906	0.885

Table 6: Goodness of fit test results

Fit Model					
FIT	AFIT	FITs	FITm	GFI	SRMR
0.570	0.560	0.118	0.706	0.976	0.071

Table 7: The path coefficient values

No.	Path Coefficients	Estimate	SE	CR
1	DBAw -> DBE	0.131	0.07	1,872
2	DBI -> DBE	0.208	0.12	1,733
3	DBQ -> DBE	0.046	0.089	0.517
4	DBT -> DBE	0.321	0.111	2,892
5	DBS -> DBE	0.373	0.091	4,099

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