The effect of service and brand image on customer value and its implications on visitor trust (a study in the Bandung metropolis area)

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ABSTRACT: This study examines the trustworthiness of the management of historic buildings in the Bandung metropolis by assessing the performance of service experience, brand image, and customer value. This study uses (1) Service Experience received by visitors, (2) Brand Image according to visitors, (3) Customer Value, (4) Visitor Trust, (5) the amount of influence Brand Experience and Service Image have on Customer Value, either simultaneously or partially, and (6) the amount of influence Customer Value has on Visitor Trust, as variables. This study uses descriptive survey and explanatory survey methods. The nature of the research is descriptive and verification research. Primary data were distributed to a sample of 375 respondents. Respondents had come to visit the heritage building. Descriptive analysis is done by tabulating data for the average value category, for verification analysis using Structural Equation Modeling (SEM) and processing using Lisrel 8.7. The feasibility of the tested model is carried out through the conformity criteria with theoretical logic, accuracy of parameter estimates, explanatory abilities, and predictability. The results show that (1) the Service Experience that has been received by visitors to the Heritage building had an average answer of 3.221, so it was included in the fairly good category, (2) Heritage Brand was stated to be quite good, (3) Customer Value had an average of 3.349, which puts it into the fairly good category, (4) the Heritage Visitor was in the average good category, (5) Brand Service and Image Experience significantly influenced Customer Value on visitors both simultaneously and partially and Service Experience gave a greater influence than the Brand Image of Customer Value, and (6) Customer Value had a significant effect on Visitor Trust.

1 INTRODUCTION

The existence of relics and culture in Bandung Metropolis in the form of buildings, places, or regions is a city heritage that must always be maintained properly in order to maintain its authenticity and can be a very supportive history for the community and the country.

The existence of heritage buildings in Indonesia is regulated based on the legislation concerning Heritage preservation expressed as follows:

1. Law No. 28 of 2002 is concerning Buildings (UUGB) was notified on December 16, 2002, consisting of 10 Chapters and 49 articles, regulating the provisions of buildings, which includes the requirements of building, Function Building, and Organizing Building Buildings.
2. Law Number 5 of 1992 is concerning Cultural Heritage objects, namely to emphasize the protection and preservation of Historic Development.
3. Law No. 11 of 2010 is concerning Cultural Heritage Objects, Cultural Heritage Buildings, or Cultural Heritage structures.
4. Presidential Regulation No. 78 of 2007 is concerning Heritage.
5. Minister of Public Works and Public Housing Regulation No. 01/PRT/M Year 2015 was effective from 24 February 2015, specifically regulating the preservation of Cultural Heritage Buildings.

The existence of heritage buildings in Bandung is currently not optimal in accordance with the designation of the buildings themselves, as expressed by the Chairperson of Bandung Heritage Aji Bimarsono in Bandung, Thursday, 07/11/2013, that “the function of heritage buildings is a place of entertainment that accentuates rah-rah, actually has a negative effect on the morality and creative power of the citizens of Bandung City.”

The use of cultural heritage buildings for positive arts/cultural activities makes people more inspired and is more meaningful than activities that lead to mere entertainment. Although the heritage building has survived, its human attitude has deteriorated, thus, the cultural ministry is considered incomplete. Its formation values are not only physical buildings, but nonphysical as noble values.
The existence of Heritage in Bandung Metropolitan in the form of buildings, places, or regions, is a wealth of city and county heritage and must always be guarded and maintained properly so that it still maintains its authenticity and becomes history, which is very valuable for the Community and the State.

Data on Heritage buildings in Bandung are grouped into various regions. The data regarding the area of Heritage buildings in the Bandung Metropolitan area includes (1) Region I (City Center), (2) Region II (Chinatown/Trade), (3) Region III (Defense and Security/Military), (4) Region V (Villa and non-Villa Housing), (5) Region IV (Ethnic Sundanese), and (6) Region VI (Industry).

The presurvey revealed that visitors showed a lack of trust in management in carrying out management, caring to maintain the sustainability of the Heritage building in Bandung as a valuable historical heritage, and would not return. Thus, this is necessary research to find out what causes visitor to have less caring for our society's historical heritage.

In the context of the understanding discussed in this study regarding customer trust, this research shows that if management gives its promise to maintain, manage, and preserve the historical heritage in the city of Bandung, consumers will also participate in doing what is done by the management itself.

The presurvey revealed that visitors showed a lack of loyalty to the Heritage building in Bandung as a valuable historical heritage site and would not return. Thus it is necessary to maintain management to find out what causes visitors or even the public to be loyal to the inheritance of this history.

The presurvey revealed that visitors showed a very low benefit for the existence of a Heritage building in Bandung as a valuable historical heritage and would not return. Thus research is needed to find out what causes this or even the community to care less about this historical heritage.

The presurvey revealed that visitors showed a lack of a very high image of the existence of a Heritage building in Bandung as a valuable historical heritage and would not return. Thus this is necessary research to find out what causes visitors or less people to Care for the inheritance of this history.

The presurvey revealed that visitors showed a lack of very high service experience in the presence of the Heritage building in Bandung as a valuable historical heritage and would not return. Thus this is necessary research to find out what causes a visitor or less people to Care for the inheritance of this history.

Based on the background above, the researchers are interested in examining heritage, especially heritage buildings as study loci, then researchers pour into the research title "The effect of service and brand image on Customer Value and Implications on Visitor Trust (A Study in the Bandung Metropolis area)."

2 METHODS

The research method used in this research is a descriptive explanatory survey. Descriptive surveys are conducted to get an overview of the variables under study. While the explanatory survey is performed to obtain a picture of the causal link between the variables studied through hypothesis testing based on the data obtained in the field.

The technique used in this study is a cross section, namely research carried out over a period of time, carried out on several Heritage buildings in the Metropolis Bandung area. The type of research used is descriptive and verification, meaning that the researcher tries to test the answers to problems whose truth is temporary (hypothesis) based on empirical data.

There are four main variables studied in this study, namely (1) Service experience, which is the total functional and emotional value of services consumed. There are unique service experiences for each individual customer and service consumption situations. The value used is an evaluation of cognitive service experience (Sandstrom et al. 2008). (2) Brand Image (Brand Image), which is the level of recognition of a brand by consumers, such as the introduction of logos, taglines, product designs, and other things as the identity of the brand. (3) Customer Value (Customer Value), which is a comparison between Benefits with Sacrifice (Benefits, Product, Service, HR, and Image) (Sacrifice: monetary time, energy, and psychology). (4) Trust (Customer Trust) is trust as a business relationship dimension that determines the rate at which people feel they can depend on the integrity of promises offered by others. This is basically a belief that someone will give what is promised (Morgan & Hunt 1994, Barnes 2001). Position of Service Experience and Brand Image variables are used as Independent variables and Customer Value, Intervening and Trust variables are used as Dependent variables.

3 RESULTS AND DISCUSSION

Based on the results of processing with the LISREL 8.72 program, the measurement model (CFA) for each variable and indicator relationship is shown by the loading factor of each indicator as follows:

3.1 Service experience

Using the Service Experience Variable, which is formed by six dimensions, namely Incentives,
Accessibility, Comfort, Benefits, Environment, and Trust, the following results are obtained:

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading Factor</th>
<th>Variable Service Experience</th>
<th>T-value</th>
<th>R2</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>X11,τ1</td>
<td>0.8633</td>
<td>20.6073</td>
<td>0.7452</td>
<td>0.2548</td>
<td></td>
</tr>
<tr>
<td>X12,τ1</td>
<td>0.7813</td>
<td>17.6743</td>
<td>0.6104</td>
<td>0.3896</td>
<td></td>
</tr>
<tr>
<td>X13,τ1</td>
<td>0.7714</td>
<td>17.3489</td>
<td>0.5950</td>
<td>0.4050</td>
<td></td>
</tr>
<tr>
<td>X14,τ1</td>
<td>0.8642</td>
<td>20.6431</td>
<td>0.7468</td>
<td>0.2552</td>
<td></td>
</tr>
<tr>
<td>X15,τ1</td>
<td>0.7125</td>
<td>15.5195</td>
<td>0.2077</td>
<td>0.4923</td>
<td></td>
</tr>
<tr>
<td>X16,τ1</td>
<td>0.6483</td>
<td>13.7004</td>
<td>0.4203</td>
<td>0.5797</td>
<td></td>
</tr>
</tbody>
</table>

*Source: LISREL program data processing results.*

Based on the results of the processing data shown in Table 1 by using SEM analysis, the results obtained show that the Benefits have the largest loading factor value compared to other dimensions, which is equal to 0.8642. This shows that the benefits are the biggest forming factor of Service Experience for Respondents; this indicates that the Respondents really hope that by visiting these Heritage buildings they will get great benefits, which include knowledge of the past or past life as a reflection of life in the future, therefore, the ability of HR Management of the Historic Buildings (Heritage) in Bandung Metropolis is required to be better so that the preservation of this heritage can be maintained.

3.2 Brand Image

The Brand Image variable, which is formed by four dimensions, namely Introduction, Reputation, Attraction, and Loyalty, obtained the following results:

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading Factor</th>
<th>Variable Brand Image</th>
<th>T-value</th>
<th>R2</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>X21,τ2</td>
<td>0.7697</td>
<td>16.8650</td>
<td>0.5924</td>
<td>0.4076</td>
<td></td>
</tr>
<tr>
<td>X22,τ2</td>
<td>0.8147</td>
<td>18.3120</td>
<td>0.6687</td>
<td>0.3563</td>
<td></td>
</tr>
<tr>
<td>X23,τ2</td>
<td>0.7811</td>
<td>17.2223</td>
<td>0.6101</td>
<td>0.3899</td>
<td></td>
</tr>
<tr>
<td>X24,τ2</td>
<td>0.6828</td>
<td>14.3122</td>
<td>0.4663</td>
<td>0.5327</td>
<td></td>
</tr>
</tbody>
</table>

*Source: LISREL program data processing results.*

Based on the results of the processing data in Table 2 using SEM analysis, the results obtained show that Reputation has the largest loading factor value compared to other dimensions, which is equal to 0.8147. This shows that Reputation is the biggest factor forming the variable Brand Image. A good reputation possessed by a product of the work of institutional managers shows that managers have good performance; this indicates that good reputation is the superior result from the Manager of the Historic Building (Heritage) in Bandung Metropolis.

3.3 Customer Value

The Customer Value variable is formed by four dimensions, namely Product Benefits, Service Benefits, Personal Benefits, and Citrader's Benefits obtained as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading Factor</th>
<th>Variable Customer Value</th>
<th>T-value</th>
<th>R2</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1,τ1</td>
<td>0.7723</td>
<td>13.5694</td>
<td>0.5965</td>
<td>0.4035</td>
<td></td>
</tr>
<tr>
<td>Y2,τ1</td>
<td>0.6892</td>
<td>10.9794</td>
<td>0.4750</td>
<td>0.5250</td>
<td></td>
</tr>
<tr>
<td>Y3,τ1</td>
<td>0.5701</td>
<td>9.5792</td>
<td>0.3251</td>
<td>0.6749</td>
<td></td>
</tr>
<tr>
<td>Y4,τ1</td>
<td>0.5027</td>
<td>9.5792</td>
<td>0.2527</td>
<td>0.7373</td>
<td></td>
</tr>
</tbody>
</table>

*Source: LISREL program data processing results.*

Based on the results of processing data using SEM analysis, the results obtained that the Product Benefits has the largest loading factor value compared to other dimensions, which is equal to 0.7723. This shows that Product Benefits are the biggest factor forming the Customer Value variable, this indicates that the Product Benefits that contribute greatly to building value is a good reputation possessed by a product produced by an institutional manager showing that managers have good performance. This indicates that Great Product Benefits is the superior result from the Management of the Historic Building (Heritage) in Bandung Metropolis and is an advantage of the Management of the Historic Building (Heritage) in Bandung Metropolis.

3.4 Customer Trust

The Customer Trust variable is formed by three dimensions, namely Ability, Integrity, and Virtue as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading Factor</th>
<th>Variable Customer Trust</th>
<th>T-value</th>
<th>R2</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z1,τ2</td>
<td>0.7478</td>
<td>21.7910</td>
<td>0.6299</td>
<td>0.4408</td>
<td></td>
</tr>
<tr>
<td>Z2,τ2</td>
<td>0.7780</td>
<td>21.7910</td>
<td>0.5902</td>
<td>0.3947</td>
<td></td>
</tr>
<tr>
<td>Z3,τ2</td>
<td>0.8129</td>
<td>21.0086</td>
<td>0.3550</td>
<td>0.3392</td>
<td></td>
</tr>
</tbody>
</table>

*Source: LISREL program data processing results.*

Based on the results of processing data using SEM analysis, the results obtained show that the Virtue dimension has the largest loading factor value compared to other dimensions, which is equal to 0.8129.
This shows that the Benevolence dimension is the biggest factor forming the Customer Trust variable, this indicates that the virtue that contributes greatly to building trust is a good reputation owned by a company showing that managers have good performance; this indicates that the great virtue is the superior result from the Manager of the Historic Building in Bandung Metropolis and is an advantage of the Management of the Historical Building (Heritage) in Bandung Metropolis.

Nevertheless there are still a number of factors that have not been optimal and can be called weaknesses in the customer trust variable with the smallest value of loading factor, namely the ability dimension, with the value of loading factor equal to 0.7478. This indicates that the ability dimension of the Manager of the Historical Building (Heritage) in Bandung Metropolis is not optimal.

Table 5. Direct and indirect variable influences of experience in brand services and image towards customer values and trust.

<table>
<thead>
<tr>
<th>Path</th>
<th>Direct Influence</th>
<th>Service</th>
<th>Brand</th>
<th>Image</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>0.6486</td>
<td>42.07%</td>
<td>14.03%</td>
<td>56.10%</td>
<td></td>
</tr>
<tr>
<td>Experience</td>
<td>0.2665</td>
<td>7.10%</td>
<td>14.03%</td>
<td>21.13%</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>0.4976</td>
<td>14.03%</td>
<td>77.23%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image</td>
<td>0.9162</td>
<td>83.39%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Data processing results (2018).

3.4.1 Simultaneous hypothesis testing

Based on the calculation, the value of F amounted to 621.2288, where the criteria for rejection of H0 is if F is larger than Ftable, or F0 > Ftable, with degrees of freedom of v1 = 2 and v2 = 375 - 2 - 1 and the level of trust at 95%, then from the distribution of the Table, the Ftable value for F0.05 is 2.375 = 3.020. With 621.2288 being greater than 3.020, H0 is rejected, meaning that it can be concluded that there is a linear relationship between Service Experience and Brand Image against Customer Value, or it can be interpreted that there is a joint effect between Service Experience and Brand Image on Customer Value.

3.4.2 Partial testing of hypotheses

3.4.2.1 Partial influence of service experience on customer values:

The partial influence of the Service Experience variable (X1) on Customer Value (Y) needs to be tested statistically, then the statistical hypothesis is as follows:

H0: \( \gamma_1 = 0 \), There is not a significant influence of Experienced Service on Customer Value.

H1: \( \gamma_1 \neq 0 \), There is an influence of Service Experience on Customer Value.

Criteria for rejecting H0 are if tactual is greater than ttable or t0 > ttable, with df = 375 - 2 - 1.

Table 6. Partial test results of service experience with customer value.

<table>
<thead>
<tr>
<th>Path</th>
<th>Structural coefficient</th>
<th>t-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>y1</td>
<td>0.6486</td>
<td>8.0204</td>
<td>H0 is rejected, there is an influence of ( \gamma_1 ) significant of Experience Service on Customer Value</td>
</tr>
</tbody>
</table>

*Source: Data processing results (2018).

Based on Table 5 above, the Value of Customers is influenced by direct and indirect influences. The direct effect of the Service Experience variable is 42.07%, while the indirect effect through the Brand Image in sequence is 14.03%. The direct effect of the Brand Image variable on Customer Value is 7.10%, while the indirect effect through Service Experience sequentially is 14.03%.

Based on the results of the calculation of the partial effect of the largest part is the Service Experience variable with a total influence on the Customer Value of 56.10%. So the conclusion can be drawn that to increase Customer Value, efforts must be supported by the existence of a good Service Experience. Nevertheless the influence of other variables that influence the Customer Value studied in this study is also quite large, namely that of Brand Image, with a total influence partially of 21.13%.

3.4.3 Influence of customer value process towards customer trust

The structural model 2 illustrates the relationship between Customer Values against Customer Trust, which is stated in the hypothesis as follows: Customer Values Influence Customer Confidence. Based on the results of the LISREL program data processing for
structural model 2, according to the hypothesis, the following results are obtained:

\[ Z = 0.9132 \times Y, \text{ Errorvar} = 0.05288, R^2 = 0.8339 \]
\[ (0.06812, 0.03444) \]
\[ 14.2872 \times 1.5354 \]

(1)

Based on the equation above, it can be explained that the Customer Confidence variable positively affected by the variable of Customer Value with a path coefficient of 0.9132, meaning that if the Customer Value increases, customer confidence will be increased by the path coefficient that is equal to 0.9132, or any increase of Customer Value will contribute to an increase in Customer Trust by 0.9132 units.

Thus the proposed conceptual hypothesis has been tested and accepted. The complete structural models for substructure 2 can be described as follows:

![Diagram of structural models](image)

Table 7. Partial test results of customer value against customer trust.

<table>
<thead>
<tr>
<th>Path</th>
<th>Structural coefficient</th>
<th>t-count</th>
<th>t-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>( \beta_1 )</td>
<td>0.9132</td>
<td>14.2872</td>
<td>1.5354</td>
<td>( H_0 ) is rejected, there is an influence of ( \beta ) on significant of Customer Value on Customer Trust</td>
</tr>
</tbody>
</table>

*Source: Results of data processing (2016)*

For the path coefficient \( Y \) to \( Z = 0.9132 \), obtained by value \( \text{variance} \), amounted to 14.2872 by taking a significance level of 5%, then the value of \( t_{\text{table}} \) or 1.9663; so because \( t_{\text{count}} = 14.2872 \), which is greater than \( t_{\text{table}} = 1.9663 \). \( H_0 \) is rejected, or in other words, the Customer Value effect on customer confidence is 0.9132, so any increase in Customer Value will increase Customer Trust by 0.9132 units.

3.4.4 Model feasibility testing
The results of the model feasibility test show that the research model meets the criteria of the goodness of an econometric model or characteristics that can be expected and described as follows:

3.4.4.1 Theoretical plausibility
This research model shows that the test results are in accordance with their expectations and Marketing management theories that form the basis of the study by studying the influence of Brand Service and Image Experience on Customer Value and their Implications on Customer Trust.

Table 8. Model suitability test results.

<table>
<thead>
<tr>
<th>Inter-Variable Relationships</th>
<th>Pre-estimation estimation</th>
<th>Post-estimation estimation</th>
<th>Suitability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Experience</td>
<td>+</td>
<td>+</td>
<td>Corresponding</td>
</tr>
<tr>
<td>with Customer Value</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effect of Brand Image</td>
<td>+</td>
<td>+</td>
<td>Corresponding</td>
</tr>
<tr>
<td>on Customer Value</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Influence of Customer Value</td>
<td>+</td>
<td>+</td>
<td>Corresponding</td>
</tr>
<tr>
<td>on Customer Trust</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.4.4.2 Accuracy of the estimates of the parameters
This research model produces an accurate or unbiased and significant path coefficient estimator. The assumption of analysis is fulfilled and the probability of statistical errors from the model is very low (p-value = 0.000) or below the level of significance set at 0.05 for all hypotheses.

3.4.4.3 Explanatory ability
This research model has a high ability in explaining the relationship between the phenomena of management
variables studied. Standard Error (SE) is smaller than 1/2 times the absolute value of the path coefficient (SE < 1/2 φ).

a. Hypothesis Test 1
There is an influence of the Brand Service and Image Experience on Customer Value. SE Service Experience = 0.08087 < 1/2 (0.6486).
SE Brand Image = 0.07633 < 1/2 (0.2665).

b. Hypothesis Test 2
There is an influence of Customer Value on Customer Trust.
SE Customer Value = 0.06812 < 1/2 (0.9132).

3.4.4.4 Forecasting ability
This research model has a high predictive ability for the behavior of the dependent variable as indicated by the high coefficient of determination of the model that approaches or exceeds 50% with the following details:

a. The influence of Service Experience and Brand Image against Customer Value amounted to 77.23%.

b. The influence of Customer Value on Customer Trust amounted to 83.39%.

Thus it can be concluded that the compiled model meets the goodness of the econometric criteria based on a strong theoretical perspective, so that it can contribute to the development of science and policy or problem solving.

4. CONCLUSION

In accordance with the results of the research and discussion, the research conclusions are as follows:

1. Visitors’ responses about the variable of Service Experience received by visitors had an average answer of 3.221 and a standard deviation of 0.437. This finding is stated to be in a fairly good category, indicating that the Service Experience for visitors is said to not be optimal. There are several indicators that have a value below the average, namely (a) the visibility of history for visitor Historical Building (Heritage), (b) increased knowledge for Visitor Historical Building (Heritage), (c) increased experience for visitor Historical Building (Heritage).

2. The visitors’ responses to the variable of Brand Image had an average value of 3.201 and a standard deviation of 0.517, thus, it was included in the fairly good category; this indicates that the Brand Image is said to not be optimal. Other findings are that there are some indicators that have a value below the average, namely (a) the characteristic color of Historical Building (Heritage), (b) the brand name of Historical Building (Heritage), (c) the risk and the dangers that can arise from Historical Building (Heritage).

3. The visitors’ responses about the Customer Value variable had an average value of 3.349 and the standard deviation of 0.714 categorizes this variable in the fairly good category; this indicates that the Customer Value can be said to be not optimal. Other findings are that there are some indicators that are still below the average value, namely (a) psychological sacrifice issued in proportion to the service, and (b) money sacrifice spent comparable to service personnel in Building Heritage.

4. The visitors’ responses about the Customer Trust variable had an average value of 3.222 and a standard deviation of 0.542, thus, it is categorized as quite well; this indicates that the Customer Trust in the management of the Heritage Building in the Bandung Metropolis Region is not optimal. The findings show that there are several indicators that are still below the average value, namely (a) Honesty in explaining the existence of Heritage Building, and (b) Quality assurance of building maintenance by management of the Heritage Building.

5. Brand Service and Image Experience have a significant effect on Customer Value in Bandung Metropolis Region, both simultaneously and partially, and Service Experience has a greater influence than Brand Image on Customer Value.

6. Customer Value has a significant effect on Visitor Trust in the Bandung Metropolis Area.

7. Conclusion after that with Expert Judgment:

a. The relevance between the findings and the results of empirical research with the opinion of the Expert Judge results are consistent with no crucial differences of opinion. But even so, according to the Expert Judgments, the service experience must be more optimally received by the visitors of the management can explain and tell the history of the existence of the Heritage building so as to provide satisfaction to visitors.

b. The relevance of the findings of the empirical research with the opinion of the judgment experts is that there is no significant difference. According to them, the heritage brand image needs to be improved. The officers need to improve their knowledge and innovate services and information better, because brand image is a factor supporting the achievement of customer value in order to increase public trust.

c. The relevance between the findings of empirical research and the opinion of the expert judgment results are consistent and there are no very important differences. According to Expert Judgments, to get customer value that contributes greatly to visitor trust, it requires the honesty and openness of managers in conveying a lot of history and knowledge in explaining the existence and function and benefits of heritage building in Bandung Metropolis accompanied by quality care, security guarantees, and maintenance and preservation of cultural heritage and historic buildings (Heritage).
d. The relevance between the findings of empirical research and the opinion of the expert judgment results are consistent and there are no very important differences. However, in the opinion of the experts, to gain the trust of customers or visitors, the managers must convey the value of the historical value and the value of the benefits of the superior Heritage building to the visitors so that a high trustworthiness of visitors can be obtained in a greater manner.

8. Conclusions from understanding the Expert Judgment: The results of the study can reveal the compatibility between the proposed research plan and the results of the study and supplemented by discussions supported by theory and previous research and reinforced by the opinions of Expert Judgments.

REFERENCES

