The Impact of City Branding, City Image, and Food Authenticity on Revisit Intention Mediated by Tourist Satisfaction

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Abstract

This research aims to determine the impact of city branding, city image, and food authenticity on intention to revisit, which is mediated by tourist satisfaction for domestics tourists who visit Payakumbuh City. This research is explanatory with quantitative methods. Meanwhile, the sampling technique used in this research was purposive sampling of tourists who visited Payakumbuh City at least twice, with a sample size of 165 respondents. This research uses PLS 4.0. The thing emphasized in this research is that the branding of Payakumbuh City as Rendang City or Rendang City has stuck in the minds of tourists who visit Payakumbuh City. Apart from that, tourists who visit can enjoy natural and culinary tourism in Payakumbuh City. Implication research The branding of Payakumbuh City as "Rendang City" or "The City of Randang" has stuck in the minds of tourists who visit Payakumbuh City. Apart from that, tourists who visit can enjoy natural and culinary tourism in Payakumbuh City. In Payakumbuh City, there are also various types of traditional culinary delights, such as rendang and other traditional foods, that can attract tourists to visit Payakumbuh City.

Keywords: City Branding, City Image, Food Authenticity, Revisit Intention, Tourist Satisfaction

1. Introduction

Indonesia's strategic position makes it a country rich in natural resources. More than 17.504 islands spread from Sabang to Merauke, most of which are inhabited by tribes with different cultures. Indonesia is an attractive country to visit for domestic and foreign tourists. Indonesia's tropical climate makes it one of their favorite tourist destinations. It can be concluded that Indonesia has great potential in terms of tourism development. With tourism, a country will receive income from visiting tourists [1]. Tourism is considered to be a driving force in the economic sector and a foreign exchange earner for a country's economy. Currently, countries in the world are racing to develop tourism with the aim of attracting visiting tourists and introducing tourist destinations in their countries. Tourism refers to all elements consisting of tourists, tourist destinations, travel, and industry, as well as abundant natural resources [2].

Furthermore, the development of tourist areas has an impact on society and the government. Especially if tourist visitors come in large numbers, it will increase income in the area and improve the economy. Tourism plays an important role in increasing economic growth and is an effort made to reduce unemployment and increase community productivity. Tourism influences local economic development and increases the contribution to regional income [3]. Experience in traveling plays an important role when visitors enjoy the trip and contribute to long-term experiences, which will ultimately be stored in visitors' memories [4]. A travel experience with high memorability contributes to the formation of an emotional bond between the visitor and the destination [5].

Culinary tourism is a relatively new industry. The allure of food has motivated many people to travel, and the tourism industry is growing rapidly to provide the best dining experiences from new foods as well as authentic foods from certain cultures or regions, or even foods that are already known, convenient, consistent, and safe for travelers [6]. Culinary tourism makes food an attraction for visiting tourist destinations and is a tourist destination [7]. Although food had always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1910s. Culinary tourism influences the main inspiration for tourists, which is the desire to try certain types of food or products from certain regions. Refine this definition to include visits to producers of either primary or secondary food, food festivals, restaurants, and certain locations where there is a place to taste food and find out the characteristics of the food production area, which is the main motivating factor in traveling [8].

Basically, tourism development has positive and important value for a country. This can be seen from the increase in foreign exchange or the rotation of the country's economy. Tourism provides the opportunity to provide services directly or indirectly to domestic and international tourists who visit. Data from many countries, the tourism industry consistently ranks fourth or fifth in terms of generating foreign exchange for a country [9]. According to data from the Ministry of Tourism and Creative Economy in 2022, the number of foreign tourists to Indonesia reached 3.92 million until

October 2022. Meanwhile, the movement of domestic tourists reached 633–703 million movements until October 2022. In 2022, the temporary foreign exchange value of Indonesian tourism will reach USD 4.26 billion, a significant increase from 2021, which was only USD 0.49 billion. The results of a survey by the Central Statistics Agency (BPS) stated that the contribution to gross domestic product (GDP) of tourism in 2022 until the third quarter reached 3.6%, a significant increase from 2021, which was only 2.40%. In 2023, the Ministry of Tourism and Creative Economy targets contributing 4.1%.

West Sumatera Province's economic sector has so far relied on the agricultural, industrial, food processing, and trade sectors [10]. Currently, the West Sumatera Provincial Government is starting to make the tourism sector its mainstay sector [11]. The tourism sector is expected to be a source of regional income and an effort to attract tourists to visit [12]. The support of the West Sumatera regional government has gone as well as possible and can be seen in the development of tourism in West Sumatera [13]. This is also being intensified by the regional government of the city of Payakumbuh in developing its tourism destinations [14].

Payakumbuh is a city in West Sumatera Province strategically located in the inter-province route that connects West Sumatera and Riau. This city has mild temperatures [15]. It offers local and foreign visitors rich cultural, natural, and religious tourism attractions [16]. The existence of tourist attractions makes visitors comfortable and worth visiting [17]. The government of Payakumbuh strives to maintain the attraction to keep up to date with the trend [18]. Thus, it is worth visiting and revisiting on Table 1.

Table 1. Destination

No	Destination
1	Ngalau Indah
2	Kampung Rendang
3	Jembatan & Patung Ratapan Ibu
4	Puncak Marajo
5	Mesjid Gadang Balai Nan Duo
6	Museum Rel Kereta Api
7	Perkampungan Adat Balai Kaliki
8	Batang Agam
9	Panaroma Ampangan
10	Bukit Kelinci
11	Pusat Kuliner Koto nan Ampek

The Payakumbuh City Government tries to present new tourist destinations every year. This is used as an internal effort to increase the number of tourist visits [19]. Tourists who come to the city of Payakumbuh do not feel bored, which creates a feeling of desire to revisit their intentions. Payakumbuh City has several expected superior tourist attractions and development prospects in the future [20]. With a large area, natural tourist attractions in Payakumbuh City are also very limited. Its current existence cannot be said to make a destination reliable and competitive, and there is a need for the development and improvement of the availability of infrastructure facilities to support

tourism and the implementation of destinations or tourist attractions that apply the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) concept [21].

In addition to natural tourist attractions that are interesting to visit, the city of Payakumbuh is also famous for its culinary delights. In December 2018, Payakumbuh City was inaugurated as The City of Randang on Payakumbuh City's birthday. Rendang is one of the best culinary delights in the world. In 2011 and 2017, Rendang was ranked first in the World's Best 50 Food Category according to CNN Travel, which is the best and most delicious culinary delights in the world. Various types of rendang include rendang daging, rendang jamur, rendang tuna, rendang lokan, rendang telur, and others. Apart from rendang, in the city of Payakumbuh there are also special foods, including Galamai, Batiah, Sanjai, Bareh rendang, Martabak kubang, Sate dangung-dangung and other special foods. Rendang and these traditional foods can be found in the Rendang village area, which is located on Tan Malaka Lampasi street on the outskirts of Payakumbuh city. With the nickname rendang village, it further strengthens that the city of Payakumbuh is a center for processing rendang products. In this village, there are various types of rendang, which are cooked traditionally using a stove and firewood [22]. Apart from being believed to contribute to a more delicious and distinctive taste, this provides a special experience for tourists who visit the city of Payakumbuh. It can be concluded that Payakumbuh City is a Rendang processing center.

2. Research Method

This research is conducted using a quantitative approach and statistical test [23]. The research method uses Structural Equation Modelling (SEM) [24]. The statistical tool is using SmartPLS 4.0. PLS will present the results of the outer model evaluation and the inner model [25]. The outer is a model of measurement to assess the validity and reliability of the model [26]. The validity analysis is seen from the value of outer loadings and the average variance extracted (AVE) value [27]. Reliability analysis is seen in the values of Cronbach's Alpha and composite reliability [28]. Where the inner model is a structural model to predict the causal relationship between laten variables, the path coefficient present the results of hyphoteses [29].

The primary data was collected by distributing questionnaires to respondents [30]. The questionnaire structure was based on a five-point Likert scale, which specified their level of aggrement based on five points strongly disagree; disagree; neither agree not agree; agree; and strongly agree. The sampling technique uses non-probability with a purposive sampling approach based on criteria, such as Domestic tourist visiting in Payakumbuh City who had visited twice or more. To collect samples from an infinite population, the sample size was determined to be 165 respondents. The variables and indicators of this study are described in detail in Table 2.

Table 2. Research Construct

Var	Operationalization	Code
CB	Presence	CB 1
	Place	CB 2
	Prerequisite	CB 3
	People	CB 4
	Pulse (enthusiasm)	CB 5
	Potential	CB 6
CI	Cognitive	CI 1
	Affective	CI 2
	Conative	CI 3
FA	Interest in food using local materials	FA 1
	Interest in food cooked in an authentic way and traditional	FA 2
	Interest in local food served in an authentic way	FA 3
	Interest in restaurants with concept of local characteristics	FA 4
	Interest in restaurants with useful servant traditional cooking	FA 5
	Deep demotional involvement feel eating habits local residents	FA 6
TS	Tourist overall evaluation of their past experience visiting a destination is positive.	TS 1
	Tourist overall evaluation of their past experience visiting a destination is favorable	TS 2
	Tourist are satisfied with their past experiences visiting a destination	TS 3
	Tourist are pleased with their past experiences visiting a destinations	TS 4
RI	Revisit	RI 1
	Worthwhile	RI 2
	Recommend	RI 3
	Stay	RI 4

Notes: Var = Variable, CB = City Branding, CI = City Image, FA = Food Authenticity, TS = Tourist Satisfaction, RI = Revisit Intention. The Research model is figured on Figure 1.
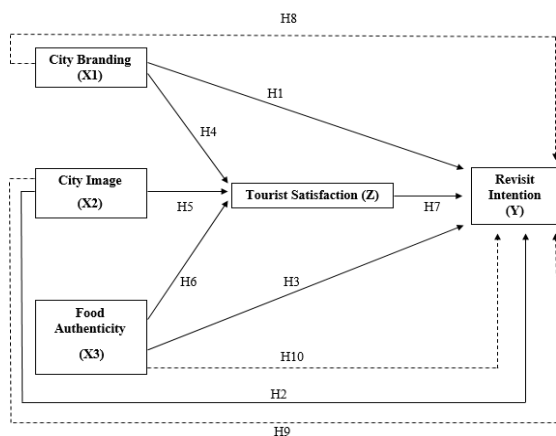

Figure 1. Research Model

H1: City Branding has a positive effect on Revisit Intention; H2: City Image has a positive effect on Revisit Intention; H3: Food Authenticity has a positive effect on Revisit Intention; H4: City Branding has a positive effect on Tourist Satisfaction; H5: City Image has a positive effect on Tourist Satisfaction; H6: Food Authenticity has a positive effect on Tourist Satisfaction; H7: Tourist Satisfaction has a positive effect on Revisit Intention; H8: City Branding has a positive effect on Revisit Intention mediated by Tourist Satisfaction; H9: City Image has a positive effect on Revisit Intention mediated by Tourist Satisfaction;

H10: Food Authenticity has a positive effect on Revisit Intention mediated by Tourist Satisfaction.

3. Result and Discussion

There are 165 respondents in this study. The researcher found that there were more male respondents than female respondents. There are 88 male respondents with a percentage of 53.33%, while there are 77 female respondents with a percentage of 46.67%. This research is dominated by Domestic tourist of the male gender. Researchers found that the most respondents were tourist with an age range of 17-25 years, namely 141 respondents with a percentage of 85.45%. Then there are 16 respondents with an age range of 26-35 years, which is 9.70%. Respondents with an age range of 36-45 years were 6 respondents, with a percentage of 3.64%. Meanwhile, there 2 respondents age range of 46-55 years, with a percentage 1.21%. This research is dominated by Domestics tourist with generations Z and Y.

Researchers found that the most respondents were tourist with the latest education of Senior High School namely, there were 96 respondents with a percentage of 58.18%. Then in second place are respondents with the latest Bachelors Degree (S1), namely 52 respondents, or 31.52%. There are 11 respondents, or 6.67%, with the last Magister (S2) in education. There are 5 respondents, or 3.03%, with the last Diploma (III) education. And the last, 1 respondents, or 0.61%.

Researchers found that the most respondents were domestic tourist with jobs as Student, namely 96 respondents with a percentage of 58.18. Then, in second place are Private Employee, namely 20 respondents, or 12.12%. There are 9 respondents, or 5.45%, who are TNI/POLRI. There are 9 respondents, or 5.45% who are Others. There are 8 respondents, or 4.85%, who are BUMN/BUMD. There are 6 respondents, or 3.64% who are Lecturer. There are 5 respondents, or 3.03% who are Housewife. There are 5 respondents, or 3.03% who are Self Employees. There are 4 respondents, or 2.42% who are PNS/ASN. And the last, there are 3 respondents, or 1,82% who are Student School.

Researchers found that the most respondents were tourist with an income of Rp. 1.000.000 - 3.000.000 and Rp 3.000.001 - 5.000.000 namely 53 respondents with a percentage of 32.12%. Then in second place are respondents with income < Rp. 1.000.0000 namely 47 respondents or 28,48%. There are 6 respondents, or 3,64%, with an income of Rp. 5.000.001 - 7.000.000. There are 4 respondents, or 2.42% with an income > Rp. 9.000.001. And the last, 2 respondents, or 1.21% with an income Rp. 7.000.001 - 9.000.000. This research is dominated by respondents with an income range Rp. 1.000.000 - 3.000.000 and Rp 3.000.001 - 5.000.000. Next Respondents Characteristics on Table 3.

Table 3. Respondents Characteristics

Characteristics	Frequency	Percentage (%)
Gender		
Male	88	53.33
Female	77	46.67
Age (years old)		
17-25	141	85.45
26-35	16	9.70
36-45	6	3.64
46-55	2	1.21
56-65	0	0.00
>65	0	0.00
Level of Education		
Senior High School	96	58.18
Diploma	5	3.03
Bachelors Degree	52	31.52
Magister	11	6.67
Doctor	1	0.61
Occupation		
Student School	3	1.82
Student	96	58.18
PNS/ASN	4	2.42
Lecturer	6	3.64
TNI/POLRI	9	5.45
Housewife	5	3.03
BUMN/BUMD	8	4.85
Private Employee	20	12.12
Self Employee	5	3.03
Others	9	5.45
Income (Indonesian Rupiah)		
< 1.000.000	47	28.48
1.000.000 – 3.000.000	53	32.12
3.000.001 – 5.000.000	53	32.13
5.000.001 – 7.000.000	6	6
7.000.001 – 9.000.000	2	2
> 9.000.001	4	4

The Validity level of the indicator is measured uisng the outer loading value, which must reach 0.7 or above. So in this study, researchers set indicators with outer loading values above 0.7 and an AVE value greater than 0.5. A reliability test is done by looking at the composite reliability calue>0.7 and the Cronbach Alpha value > 0.6. The results of for test of validity and reliability can be seen in Table 3.

Table 4. Test of Validity and Reliability

Construct	Item	Validity		Reliability	
		OL	AVE	CA	CR
	CB 1	0.852			
	CB 2	0.870			
City Branding	CB 3	0.891	0.682	0.971	0.972
	CB 4	0.862			
	CB 5	0.895			
	CB 6	0.881			
	CI 1	0.841			
City Image	CI 2	0.872	0.760	0.955	0.955
	CI 3	0.889			
	FA 1	0.877			
	FA 2	0.808			
Food	FA 3	0.889	0.725	0.923	0.926
Authenticity	FA 4	0.904			
	FA 5	0.767			
	FA 6	0.856			
	TS 1	0.923			
Tourist	TS 2	0.927	0.847	0.940	0.942
Satisfaction	TS 3	0.914			
	TS 4	0.918			
	RI 1	0.856			
Revisit Intention	RI 2	0.895	0.770	0.957	0.958
	RI 3	0.901			
	RI 4	0.809			

Notes: OL = Outer Loading; AVE = Average Variance Everage; CA = Cronbanch Alpha; and CR = Composite Reliability.

Table 5. Hyphotesis Test Results

H	Relationship	OS (O)	T-Stat	P-Values	Results
H1	CB -> RI	0.386	4.091	0.000	Supported
H2	CI -> RI	0.727	2.664	0.008	Supported
H3	FA -> RI	0.003	0.041	0.967	Not Supported
H4	CB -> TS	0.554	5.605	0.000	Supported
H5	CI -> TS	0.138	1.158	0.247	Not Supported
H6	FA -> TS	0.222	1.937	0.053	Not Supported
H7	TS -> RI	0.312	5.014	0.000	Supported
H8	CB -> RI -> TS	0.173	3.623	0.000	Supported
H9	CI -> RI -> TS	0.043	1.125	0.261	Not Supported
H10	FA -> RI -> TS	0.069	1.754	0.080	Not Supported

Notes: OS=Originale Sample.The t-statistical value and the p-value indicate whether the hypothesis is not supported and supported. If the t-statistic value is greater than the t-table, 1.96 to be precise, and the p-value is less than 0.05, then the hypothesis is supported. While the value of the path coefficient can be used to determine whether the relationship of a variable has a positive or negative influence.

The test results show that the relationship between city branding and revisit intention has a path coefficients value with a positive sign of 0.386. The t-statistic value of 4.091, and the p-value of 0.000, which means that the relationship between these variables is significant because the t-statistic value is greater than the reference, namely 1.96 and the p-values is lower than the reference, namely 0.05. The results of this test indicate that city branding has a positive and significant effect on revisit intention among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between city branding and tourist satisfaction, so that the first hypothesis (H1) is supported.

This indicates that the branding The City of Randang in Payakumbuh City has an influence on revisit intention. Branding a city that is easy to remember can attract the attention of visitors and encourage them to come back. The city of Payakumbuh, which is famous for its culinary rendang, can become an entity for visitors who come. which states that city branding has a positive influence on revisit intention with the indicators of city branding used, namely city image, city uniqueness, and city authenticity.

These results are in line with previous findings by other researchers. The city branding influences revisit intention. It can be concluded that city branding is a variable that has a positive impact on tourists' repeat revisit intention. Furthermore, city branding has a positive influence on revisit intention, with the indicators of city branding used including city image, city uniqueness, and city authenticity. Then, city branding has a positive effect on repeat visit intentions among tourists visiting Banda Aceh, Indonesia.

The test results show that the relationship between city image and revisit intention has a path coefficients value with a positive sign of 0.272. The t-statistic value of 2.664, and the p-value of 0.008, which means that the relationship between these variables is significant

because the t-statistic value is greater than the reference, namely 1.96 and the p-values is lower than the reference, namely 0.05. The results of this test indicate that city image has a positive and significant effect on revisit intention among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between city image and tourist satisfaction, so that the second hypothesis (H2) is supported.

This indicates that a good city image can encourage tourists to visit again.Tourists who are happy with the image of the city of Payakumbuh, which has a good tourist destination and is related to the city's image, will have the potential to make a return visit to the city. A city that has its own image will have characteristics that differentiate it from other cities. This can provide different memories for tourists who visit. The image of the city that is formed will make the city a tourist destination and will be visited again by tourists.

These results are in line with previous findings by other researchers. Reveal that the city image has a positive and significant influence on visitors' intentions to revisit. It means impressive. The image of the city is important to capture the minds of visitors and increase repeat visitors. Furthermore, city images can be memorized, have an important role in leaving a good impression in the minds of visitors, and can increase the intention to visit again objectively. City image significantly affects revisit intention, whereas event image does not substantially affect revisit intention. Country image influences destination image positively, and both destination image and country image significantly impact intention to visit.

The test results show that the relationship between food authenticity and revisit intention has a path coefficients value with a positive sign of 0.003. The t-statistic value of 0.041, and the p-value of 0.967, which means that the relationship between these variables is insignificant because the t-statistic value is lower than the reference, namely 1.96 and the p-values is greater than the reference, namely 0.05. The results of this test indicate that food authenticity has a positive and insignificant effect on revisit intention among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between food authenticity and tourist satisfaction, so that the third hypothesis (H3) is not supported.

This indicates that the authenticity of culinary delights such as Rendang has not been able to encourage tourists to return to the city of Payakumbuh. This can happen because Rendang culinary is not only found in Payakumbuh City, but can be found outside Payakumbuh City. That the same typical culinary delights in a country or region cannot be said to be capable of generating return visits from visiting tourists. It can be said that typical culinary delights that have the same shape and taste have not been able to attract tourist visits.

The test results show that the relationship between city branding and tourist satisfaction has a path coefficients value with a positive sign of 0.554. The t-statistic value of 5.605, and the p-value of 0.000, which means that the relationship between these variables is significant because the t-statistic value is greater than the reference, namely 1.96 and the p-values is lower than the reference, namely 0.05. The results of this test indicate that city branding has a positive and significant effect on tourist satisfaction among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between city branding and tourist satisfaction, so that the fourth hypothesis (H4) is supported.

This indicates that branding Payakumbuh City as Rendang City is able to make tourists feel satisfied. This happens because of the role of branding as a strategy to promote regional potential to stakeholders from local to foreign through branding the city, which ultimately has an impact on tourist satisfaction when visiting Payakumbuh City. Therefore, a city needs branding and a very good reputation so that it can be viewed favorably by tourists who visit and feel satisfied with their visit to Payakumbuh City.

These results are in line with previous findings by other researchers. The existence of city branding that is well perceived and has a good impression will increase tourist satisfaction. This means that presence, place, potential, pulse, people, and the prerequisites that a city has have provided answers to expectations about what will be received and provide satisfaction and a good experience to visitors after visiting tourist destinations. Furthermore, that the city branding variable has an impact on tourist satisfaction. These results were tested on cities that had chosen branding. Then, that city branding influences the satisfaction of visitors who come to Tohid-Shahr City, Iran. As well as recommending visitor satisfaction for city branding plans through satisfaction with social attributes, functional-physical attributes, managerial attributes, and environmental attributes.

The test results show that the relationship between city image and tourist satisfaction has a path coefficients value with a positive sign of 0.138. The t-statistic value of 1.158, and the p-value of 0.247, which means that the relationship between these variables is insignificant because the t-statistic value is lower than the reference, namely 1.96 and the p-values is greater than the reference, namely 0.05. The results of this test indicate that city image has a positive and insignificant effect on tourist satisfaction among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between city image and tourist satisfaction, so that the fifth hypothesis (H5) is not supported.

The city image of Payakumbuh City has not been able to make visiting tourists feel satisfied. This is because the existing image only introduces the city's branding as The City of Rendang. The image that must be introduced to visiting tourists must be able to provide satisfaction. This is in line which found that a good city image does not necessarily provide satisfaction to visiting tourists. This is a form of image that was

previously thought about by visitors and considered good but has not been able to create satisfaction for visitors.

The test results show that the relationship between food authenticity and tourist satisfaction has a path coefficients value with a positive sign of 0.222. The t-statistic value of 1.937, and the p-value of 0.053, which means that the relationship between these variables is insignificant because the t-statistic value is lower than the reference, namely 1.96 and the p-values is greater than the reference, namely 0.05. The results of this test indicate that food authenticity has a positive and insignificant effect on tourist satisfaction among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between food authenticity and tourist satisfaction, so that the sixth hypothesis (H6) is not supported.

This indicates that the authenticity of the food in the city of Payakumbuh has not been able to make tourists feel satisfied and enjoy the culinary delights. This happens because the authenticity of the food has been refurbished and does not match its original state, both in terms of taste and appearance. This can be proven by culinary rendang, which originally had a spicy and savory taste, but can be found in Rendang culinary, which has a taste that is not too spicy and savory, so that in the end, the end user is not satisfied and feels disappointed. This is in line with research, which found that the authenticity of food that has been changed can make visiting tourists feel dissatisfied and think about not trying it again. Modified culinary delights will have less authenticity value and may influence people to try them.

The test results show that the relationship between tourist satisfaction and revisit intention has a path coefficients value with a positive sign of 0.312. The t-statistic value of 5.014, and the p-value of 0.000, which means that the relationship between these variables is significant because the t-statistic value is greater than the reference, namely 1.96 and the p-values is lower than the reference, namely 0.05. The results of this test indicate that tourist satisfaction has a positive and significant effect on revisit intention among domestics tourist visiting in Payakumbuh City. So that there is a direct relationship between tourist satisfaction and revisit intention, so that the seventh hypothesis (H7) is supported.

This indicates that when tourists visit the city of Payakumbuh, they will think about visiting the city again. This is based on satisfaction when enjoying existing tourism and various culinary delights that are able to attract tourists to visit again. The city of Payakumbuh is famous for the branding that has been attached to it as the city of Rendang, which is able to make tourists satisfied and make return visits in the future.

These results are in line with previous findings by other researchers. Investigated tourist revisit intention for Airbnb guests and established empirically that tourist satisfaction positively stimulates their intention to revisit. Furthermore, tourist satisfaction positively affects revisit intention among tourist in Penang Hill, Malaysia. Then, reported a positive and significant relationship between tourist or guest satisfaction and the intention to revisit a particular destination in the future.

The impact of tourist satisfaction as a mediation between city branding and revisit intention has a path coefficients value with a positive sign of 0.173. The t-statistic value of 3.623, which is greater than the reference t-statistic of 1.96 and p-value of 0.000 indicates a significant effect, which lower than the preference, namely 0.05. Tourist satisfaction is able to mediated the relationship between city branding and revisit intention. So that the results of testing this hypothesis can be concluded that tourist satisfaction has a positive and significant mediating relationship between city branding and revisit intention among domestics tourist visiting in Payakumbuh City, the eighth hypothesis (H8) supported.

This indicates that branding the city of Payakumbuh as a Rendang city is able to attract the attention of tourists and encourage them to visit again and feel satisfied. This is because the city of Payakumbuh has many natural destinations. Apart from that, city branding is able to attract tourists who feel satisfied and will ultimately think about making a return visit. These results are in line with previous findings by other researchers. City branding and city image significantly affected both tourists satisfaction and their revisit intention. The satisfaction of tourists has mediated the effects of city branding and city image on tourists' revisit intentions. Furthermore, mediating influence that showed that city image and tourist satisfaction fully mediate the influence of city branding on revisit intention. If tourists already know the branding of a city that has been attached to it, they will return to visit the city and also get satisfaction while in that city. Then, that city branding has a positive effect on tourists' return visit intentions through tourist satisfaction. It can be said that unique and well- known city branding can increase tourist return visits through the satisfaction variable obtained while in the city or area visited by tourists.

The impact of tourist satisfaction as a mediation between city image and revisit intention has a path coefficients value with a positive sign of 0.043. The t-statistic value obtained is 1.125, which lower than the reference t-statistic of 1.96 and the p-value obtained is 0.261, which is greater than the preference, namely 0.05. Meaning that the effect insignificant. Tourist satisfaction is unable to mediated the relationship between city branding and revisit intention. So that the results of testing this hypothesis can be concluded that tourist satisfaction has a positive and insignificant mediating relationship between city branding and revisit intention among domestics tourist visiting in Payakumbuh City, the nineth hypothesis (H9) not supported.

This indicates that the image of the city of Pyakumbuh has not been able to attract return visits by tourists through satisfaction. A good city image should be able to make the city famous, and visitors who come will feel satisfied. In this case, image holds the key to the city's success in attracting return visits and making visitors feel satisfied. In terms of culinary and natural tourism, it is also able to make visitors remember to return and give satisfaction to the city of Payakumbuh.

This is in line with which found that the image of a city is measured by the city's success in managing all resources, such as natural and culinary destinations. This will make visitors who come feel satisfied and think about returning in the future. The impact of tourist satisfaction as a mediation between food authenticity and revisit intention has a path coefficients value with a positive sign of 0.069. The t-statistic value obtained is 1.754, which lower than the reference t-statistic of 1.96 and the p-value obtained is 0.080, which is greater than the preference, namely 0.05. Meaning that the effect insignificant. Tourist satisfaction is unable to mediated the relationship between food authenticity and revisit intention. So that the results of testing this hypothesis can be concluded that tourist satisfaction has a positive and insignificant mediating relationship between food authenticity and revisit intention among domestics tourist visiting in Payakumbuh City, the tenth hypothesis (H10) not supported.

This indicates that the authenticity of Payakumbuh city food, such as Rendang, has not been able to attract returning tourists to visit and also the satisfaction they get. The authenticity of food is synonymous with its unique presentation, taste, and appearance, as well as traditional cooking methods. Rendang, as an authentic culinary dish, is cooked using a fire pit with the aim of preserving the original aroma obtained from the wood. This is in line with research which found that authentic food made with different tastes will raise its own questions for visiting tourists. This makes tourists think twice about tasting culinary delights and will ultimately make them feel disappointed and dissatisfied.

4. Conclusion

City branding has a positive and significant effect on revisit intention among domestics tourist visiting in Payakumbuh City. This shows that the higher the city branding, the higher to revisit intention among domestics tourist. City image has a positive and significant effect on revisit intention among domestics tourist visiting in Payakumbuh City. This shows that the higher the city image, the higher to revisit intention among domestics tourist. Food authenticity has a positive and insignificant effect on revisit intention among domestics tourist visiting in Payakumbuh City. This shows that an increase in food authenticity cannot increase revisit intention among domestics tourist. City branding has a positive and significant effect on tourist satisfaction among domestics tourist visiting in Payakumbuh City. This shows that the higher the city branding, the higher to tourist satisfaction among

domestics tourist. City image has a positive and insignificant effect on tourist satisfaction among domestics tourist visiting in Payakumbuh City. This shows that an increase in city image cannot increase tourist satisfaction among domestics tourist. Food Authenticity has a positive and insignificant effect on tourist satisfaction among domestics tourist visiting in Payakumbuh City. This shows that an increase in food authenticity cannot increase tourist satisfaction among domestics tourist. Tourist satisfaction has a positive and significant effect on revisit intention among domestics tourist visiting in Payakumbuh City. This shows that the higher the tourist satisfaction, the higher to revisit intention among domestics tourist. Tourist satisfaction has a positive and significant mediating effect between city branding and revisit intention among domestics tourist. That is, city branding is able to increase revisit intention among domestics tourist after being influenced by tourist satisfaction. Tourist satisfaction has a positive and insignificant mediating effect between city image and revisit intention among domestics tourist. This means that city image is not able to increase revisit intention among domestics tourist after being influenced by tourist satisfaction.Tourist satisfaction has a positive and insignificant mediating effect between food authenticity and revisit intention among domestics tourist. This means that food authenticity is not able to increase revisit intention among domestics tourist after being influenced by tourist satisfaction. The branding of Payakumbuh City as "Rendang City" or "The City of Randang" has stuck in the minds of tourists who visit Payakumbuh City. Apart from that, tourists who visit can enjoy natural and culinary tourism in Payakumbuh City. In Payakumbuh City, there are also various types of traditional culinary delights, such as Rendang and other traditional foods, that can attract tourists to visit Payakumbuh City. Therefore, the Payakumbuh City government and the community must be able to evaluate and develop new strategies so that every tourist who visits Payakumbuh City has a unique tourism experience and also an unforgettable culinary tour of authentic culinary delights such as rendang and other types of culinary delights. Apart from that, the Payakumbuh City Government must be able to manage and maintain existing tourist attractions, such as cleanliness and the availability of parking for visitors who come, with the aim of making these visitors feel safe and comfortable when in Payakumbuh City. Because, when tourists are safe and comfortable in Payakumbuh City, it will provide positive things, and they will ultimately revisit the place.

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