

**THE IMPACT OF CITY BRANDING, CITY IMAGE AND
FOOD AUTHENTICITY ON REVISIT INTENTION MEDIATED
BY TOURIST SATISFACTION**

(A Study of Domestic Tourist Visiting in Payakumbuh City)

THESIS

*Thesis is submitted to fulfill the requirements for a magister degree in Magister
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ABSTRACT

This study aims to determine the impact of city branding, city image, and food authenticity on intention to revisit, which is mediated by tourist satisfaction for domestic 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 results of the research show that city branding has a positive and significant effect on revisit intention, city image has a positive and significant effect on revisit intention, food authenticity has a positive and insignificant effect on revisit intention, city branding has a positive and significant effect on tourist satisfaction, and city image has a positive and insignificant effect on tourist satisfaction. Food authenticity has a positive and insignificant effect on tourist satisfaction. Tourist satisfaction has a positive and significant effect on revisit intention. Tourist satisfaction has a positive and significant mediating effect between city branding and revisit intention. Tourist satisfaction has a positive and insignificant mediating effect between city image and revisit intention, and tourist satisfaction has a positive and insignificant mediating effect between food authenticity and revisit intention. The thing emphasized in this research is that the branding of Payakumbuh City as "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.

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