CHAPTER I

INTRODUCTION

1.1 Background to The Research

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 (Maharani, 2019). 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.

According to the Law of the Republic of Indonesia Number 10 of 2009, it is explained that tourism is a series of travel activities carried out by individuals or groups. Tourism that promises to have a positive impact on the community as tourism managers or as visitors. According to Sudana (2018), tourism is seen as a broad sector covering activities such as the economy, community environment, and culture. Kurt Morgenroth's (2016) view explains that tourism is the activity of

leaving one's place of origin with the aim of becoming a visitor to a cultural civilization to fulfill one's needs or desires in life. According to Gerdt et al. (2019), tourism is an activity that can provide a different experience for someone.

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. According to Khoir et al. (2018), tourism influences local economic development and increases the contribution to regional income. 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 (Yin, Poon, & Su, 2017). A travel experience with high memorability contributes to the formation of an emotional bond between the visitor and the destination (Christou, 2020).

According to Alibabicet et al. (2021), 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. Komaladewi et al. (2020) explained that culinary tourism makes food an attraction for visiting tourist destinations and is a tourist destination. 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". Hall and Sharpies (2017), 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."

Research conducted by Everelt (2016) found that food and drink tourism (culinary tourism) has become a different sector of travel and is not just an unimportant holiday need. Meanwhile, Stone and Migacz (2016) found that leisure travelers intentionally and actively participate in a variety of culinary experiences, indicating that food and culinary travel are more than just an activity. Memorable culinary experiences have been linked to increased customer satisfaction and positive word of mouth (Stone and Migacz, 2016). Furthermore, Tsai (2016), researching local cuisine in Taiwan, found that tourists who experienced local gastronomy expressed a higher level of engagement with the destination because the food unites visitors with the local culture.

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. According to data from many countries, the tourism industry consistently ranks fourth or fifth in terms of generating foreign exchange for a country. According to data from the

Ministry of Tourism and Creative Economy (Kemenparekraf) 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 (www.menpan.go.id). 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. Currently, the West Sumatera Provincial Government is starting to make the tourism sector its mainstay sector. The tourism sector is expected to be a source of regional income and an effort to attract tourists to visit. 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. This is also being intensified by the regional government of the city of Payakumbuh in developing its tourism destinations.

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. It offers local and foreign visitors rich cultural, natural, and religious tourism attractions. The existence of tourist attractions makes visitors comfortable

and worth visiting. The government of Payakumbuh strives to maintain the attraction to keep up to date with the trend. Thus, it is worth visiting and revisiting. Table 1.1 shows the main tourist destinations in Payakumbuh.

Table 1.1 Destination in Payakumbuh

No	Destination
1	Ngalau Indah
2	Rendang Village
3	Bridges and Statues Ratapan Ibu
4	Puncak Marajo
5	Gadang Balai Nan Duo Mosque
6	Railway Museum
7	Balai Kaliki Traditional Village
8	Batang Agam
9	Panaroma Ampangan
10	Bukit Kelinci
11	Koto nan Ampek Culinary Center

Source : Tourism, Youth, and Sports Department Payakumbuh (2022)

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. 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. 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.

The limited natural resources for tourism are offset by its existence. Payakumbuh City is very strategic, and this opens up new opportunities in tourism development efforts. The centers are growing rapidly in shopping, especially culinary delights and cafes, making Payakumbuh City a city in West Sumatra Province's leading tourist destination in the culinary tourism sector. Culinary diversity and a city that lives 24 hours a day make Payakumbuh City a comfortable place to visit at any time. The development of a culinary center in Payakumbuh City has created momentum for implementing and developing gastro tourism in Payakumbuh City into a superiority and priority program in the City Tourism Development Master Plan for Payakumbuh.

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" (Randang City) 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 telu*r, 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. 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.

The intensive development of the tourism and culinary sectors carried out by the Payakumbuh city government has an influence on the number of visits by domestic tourists. Table 1.2 shows the indonesian tourist visit (people).

Table 1.2 Indonesian Tourist Visits (people)

Regency/City	Indonesian Tourist Visits (people)		
	2019	2020	2021
Kab. Kep. Mentawai	994.655	122.793	318
Kab. Solok	601.244	703.649	703.300
Kab. Sijunjung	12.434	149.889	60.533
Kab. Tanah Datar	627.057	527.635	340.363
Kab. Padang Pariaman	307.316	261.615	100.144
Kab. Agam	756.750	664.318	509.428
Kab. Lima Puluh Kota	639.840	654.334	624.155
Kab. Pasaman	101.141	747	11.812
Kab. Solok Selatan	68.084	41.809	61.199
Kab. Dharmasraya	9.745	11.676	54.908
Kab. Pasaman Barat	28.603	2.486	23.503
Kota Padang	843.296	2.621.929	376.534

Kota Solok	120.411	134.450	181.154
Kota Sawahlunto	237.490	101.649	91.027
Kota Padang Panjang	166.364	107.642	215.073
Kota Bukittinggi	933.609	1.471.542	748.074
Kota Payakumbuh	298.479	46.930	77.747
Kota Pariaman	450.640	239.758	252.317
Provinsi Sumatera Barat	8.169.147	8.041.868	4.785.886

Source : Tourism and Creative Economy Office of West Sumatera Province (2022)

Based on this table 1.2 indonesian tourist visits (people), it is explained that in the last three years, the number of tourists visiting Payakumbuh City in 2019 was 298,479 people. Then, in 2020, there was a drastic decline due to the emergence of the COVID-19 outbreak and lockdown regulations in several regions of Indonesia. In 2021, there will be an increase in the number of domestic tourist visits to Payakumbuh City by 30,817 people from 2020. The number of tourist visits in 2021 increased from 2020, far down from previous years due to the COVID-19 pandemic. Judging from the number of tourist visits before the COVID-19 pandemic (2019), the number is quite large and continues to increase every year. Despite the number of visits, tourism is quite high but has not made a significant contribution to the regional economy. This is due to the large number of tourists recorded, generally local and regional tourists who do not stay in the city of Payakumbuh. It is hoped that the participation of the private sector and society will be important and dominant in advancing Payakumbuh City's tourism into the future because, in its role, the government is the driving force behind providing guidance and facilitation as well as giving design to regulations.

According to Ashworth & Kavaratzis (2017), a city's brand is an important asset for urban development. Apart from that, it is an effective way for cities to introduce themselves, improve positioning, and attract visitors. Basically, the concept of branding aims to change the appearance of the city to be more modern. Then, Kavaritz (2018) explained that city branding focuses on the desired aspects by targeting the types of visitors and investors who will be used as target markets. A place's brand cannot be built and controlled in the same way as a product's brand. Because a place has influence over stakeholders such as investors, the government, and private parties. This results in the population being divided into groups with different views and preferences. So, it will be difficult to control according to the profile of a place that will be branded.

In Indonesia, the concept of city branding developed during the implementation of special regional autonomy. This encourages each city to compete and try to create unique differentiation from other cities. City branding is a general concept that has been practiced by many cities in a competitive context with the aim of attracting tourists to come and invest intensively in the environment with the aim of promoting regional development. City branding is a city's strategy and functions as a tool to present or promote regional potential to all stakeholders, from local to international. Therefore, a city needs a very good image and reputation so that it can be seen by visiting tourists.

The concept of city branding is growing in Indonesia. Every government in Indonesia tried to introduce a tourist destination, the city characteristics, and things that attract investors and tourists. The government is conducting promotions by creating city branding that follows the characteristics of each city. For strengthening city branding through the application of appropriate marketing, as expressed by Ahn et al. (2020), Naming is known as Malaysia with Truly Asia, Seoul with Soul of Asia, Iamsterdam with Open for You, Brisbane, Australia with New World City, and is easy to remember, even for those who first heard it. The development of city branding is devoted to putting the appropriate marketing strategies of various marketing strategies in an existing city so that the current competition is a challenge that must be faced.

City branding can't not must pay attention to how culture, history, economy, architecture, landscape, growth and social development of society, and infrastructure are combined into one unified whole as an identity that is sold and can be accepted by everyone (Bonakdar and Audirac, 2020; Ginesta et al., 2020; Tresna et al., 2019). The attractiveness of cities in Indonesia is their geographic location between two oceans and two continents, which connects the two with an area of land and sea of 5.180.053 square kilometers, 17.504 islands, and 1.340 ethnic groups. Indonesia has a lot of tourism potential, ranging from nature tourism to cultural tourism, culinary tours, and shopping tours. This is an attraction for foreign tourists and local tourists.

Food authenticity could be regarded as the genuineness of local food, which is specific to a place and a kind of description of local culture. Authenticity is one of the most important aspects of the food tourism experience (Ellis et al., 2018). An authentic food experience is a kind of cultural phenomenon in which chefs, restaurants, recipes, and dishes are considered in ways that allow visitors to integrate into the local culture and spirit (Baldacchino, 2018). According to Antun, J.M. (2020), authenticity being embedded in cooking methods and unique food ways is a key motive for food tourists. As an expression of destination cultural attractions, local food demonstrates traditions, legends, stories, and symbols, which, in turn, closely bind local food with authenticity.

Research by Chang, R.C.Y. (2020) Tasting local food is a convenient way to explore local culture and could provide tourists with clues about what local people eat, how they prepare their food, and how the local food tastes. This sensory-cultural exploration makes the tourist experience feel authentic. Therefore, local food is one of the objects that conveys authenticity and a sensory expression of local culture and tradition, which could be a kind of resource for tourists seeking such authenticity in their experiences (Beverland, M.B. et al., 2020). This means that authenticity is one of the most important motivations for tourists to travel (Mak, A.H.N. 2017). For tourists' food experience, authenticity is even more significant because tourists perceive authenticity in the process of gazing, smelling, listening, and tasting.

Authenticity relates to the genuineness and originality of a characteristic product (Fine, 2018). Authenticity has become an important measure for purchasing consumers because they not only increase their desire to buy authentic products but also look for products that match their self-image. through consumption activities (Kim & Jang, 2017). Consumer behavior tends to reflect the consumer's own identity (James H. Gilmore, 2017). This view is developed by conceptualizing authenticity as a perception of objects and culture that are socially constructed and individual (Kolar & Zabkar, 2019). Consumer image and knowledge of something. The product will influence their feelings towards the authenticity of the product. Authenticity is one of the most important aspects of the food tourism experience (Ellis et al., 2018). The embedding of authenticity in cooking methods and unique food ways is a key motive for food tourists (Kim et al., 2019). Some studies have indicated a positive relationship between authenticity and MTE (Rasoolimanesh et al., 2021), including memorable food experiences (Anton et al., 2019; Sthapit, 2017).

Basically, the decision to revisit a tourist is a decision taken by tourists to visit a place or tourist attraction by considering several factors. According to De Jong et al. (2018), when tourists travel and look for information to choose the location they want to go to, they often remember past experiences. Internal information search is the first step in the tourist information search process. Tourists choose the same destination because of their effective commitment to that place, and in the end, tourists think about making a repeat visit.

Furthermore, when tourists see the image of a city and think it is good, they will intend to visit it again and visit a destination in that area. After tourists visit a destination and base their holiday experience on that destination, they receive a new image of the destination, and if the image received is better than expected, they will feel satisfied, which will encourage them to return to that destination. Each tourism destination requires the presence of a tourist entity. This can be achieved by increasing tourist return visits to each tourism destination offered so as to generate a desire for tourists to return. Desire visiting first-timers times based on information obtained from various sources, so the revised value depends on satisfaction obtained at the first moment to visit. When making the decision to visit, they feel the needs they want fulfilled at that place.

Factors that influence revisit intention are the level of satisfaction and the perceived value of past behavior. Tourists' desire to revisit is based on data received from various sources, which results in the revisit intention number depending on the happiness and satisfaction received by tourists (Stylos, 2017). If you want tourists to return to a destination, what they need to pay attention to is the experience they had the first time they visited (Zhang, Wu, & Buhalis, 2017). Likewise, many past empirical studies have shown that tourists' experiences and their satisfaction with a destination are key determinants of their intention to revisit that place (Ranjbarian & Pool, 2015).

Basically, the branding that has been attached to the city of Payakumbuh as a rendang city and the authenticity of local food are able to attract tourists to visit again. This is based on tourists' memories of Payakumbuh City as Rendang City, which is based on satisfaction when visiting. This is able to introduce Payakumbuh City to other tourists, both locally and even internationally. The city of Payakumbuh, which already has a city brand that is remembered by tourists, is able to attract tourists to make return visits. This is based on the existing image and branding. Furthermore, tourists who come will try existing culinary tours such as Rendang, which is a typical food of the city of Payakumbuh and is authentic. Tourists' experiences during their return visit will give rise to satisfaction, which will ultimately make them remember and even intend to visit Payakumbuh City again.

Based on the background above, it can be concluded that Payakumbuh City is a city with many brands, such as Galamai City, Batiah City, and Blue City. Currently, Payakumbuh City has been inaugurated as "Randang City" (Rendang City). The city of Payakumbuh also has beautiful natural attractions that must be visited and has culinary tourism with various special foods. Therefore, researchers are interested in conducting research on **"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)".**

1.2 Research Questions

Based on the background above, the authors formulate several problems as follows:

1. How do City Branding, City Image, and Food Authenticity influence Revisit Intention?

2. How do City Branding, City Image, and Food Authenticity influence Tourist Satisfaction?

3. How does the Revisit Intention influence their Tourist Satisfaction?

4. How do the City Branding, City Image and Food Authenticity influence the Revisit Intention mediated by Tourist Satisfaction?

1.3 Objectives of The Research

Based on the formulation of the research questions above, several objectives of this research are to be achieved:

1. To analyze the effect of City Branding, City Image, and Food Authenticity on Revisit Intention

2. To analyze the effect of City Branding, City Image, and Food Authenticity on Tourist Satisfaction

3. To analyze the effect of Revisit Intention on Tourist Safisfaction

4. To analyze the effect of City Branding, City Image, and Food Authenticity on Revisit Intention mediated by Tourist Satisfaction

1.4 Contributions of The Research

There are two types of the contribution of this research as following:

1. Theoretical Benefits

    This research can be useful as a reference in terms of increasing tourism in Payakumbuh City, both in terms of visitors and income for the tourists who visit.

2. Practical Benefits

    The research results found can be used as a reference source for further research and further development.

1.5 Scope of The Research

This research has a scope domestic tourist visiting in Payakumbuh City. Namely, City Branding, City Image, and Food Authenticity as Independent variables (X1), (X2), (X3), as well as Revisit Intention as the Dependent variable (Y) and Tourist Satisfaction (Z) as the Mediating variable.

1.6 Outline of Research

CHAPTER I INTRODUCTION: This section contains the background of the research, the formulation of the problem, the objectives of the research, the benefits of the research, the scope of the research, and also the systematics of writing.

CHAPTER II LITERATURE REVIEW: This section describes the literature review for each variable, several previous studies that are related to the current research, as well as conceptual framework and hypothesis.

CHAPTER III RESEARCH METHODS: This section contains the research design, an explanation of the operational definitions of each variable, the population and sample used, data collection techniques, and finally, data analysis techniques used in this study.

CHAPTER IV RESEARCH RESULTS AND DISCUSSION: This section describes the explanations of the research, then there is a discussion about the object of the research, then the results of instrument testing and analysis of the results, and finally the results of hypothesis testing so that this research can be applied.

CHAPTER V CONCLUSION: This section contains the conclusions of the research, then the implications of the research, then the limitations faced in the research, and finally the suggestions that the author describes in the research.