

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion of Research

The purpose of this study was to examine how city branding (X1), city image (X2), and food authenticity (X3) could affect revisit intention (Y) mediated by tourist satisfaction (Z) among domestic tourists visiting in Payakumbuh City. This research was conducted using a quantitative approach that included primary data collection, which was obtained from domestic tourists who had visited twice or more. Questionnaires were distributed using Google Forms through social media like WhatsApp and Instagram.

There were 165 respondents in this research. In the 10 research hypothesis formulations, various tests such as descriptive analysis, evaluation of measurement models (convergent validity, discriminant validity, and reliability tests), evaluation of structural model (r-square and q-square), second order, and hypothesis testing were carried out using SmartPLS 4.0. After all, the data was successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The following conclusions from this study are based on the results of the data processing that has been done:

1. City branding has a positive and significant effect on revisit intention among domestic tourists visiting in Payakumbuh City. This shows that the higher the city branding, the higher the revisit intention among domestic tourists.

2. City image has a positive and significant effect on revisit intention among domestic tourists visiting in Payakumbuh City. This shows that the higher the city image, the higher the revisit intention among domestic tourists.

3. Food authenticity has a positive and insignificant effect on revisit intention among domestic tourists visiting in Payakumbuh City. This shows that an increase in food authenticity cannot increase revisit intention among domestic tourists.

4. City branding has a positive and significant effect on tourist satisfaction among domestic tourists visiting in Payakumbuh City. This shows that the higher the city branding, the higher the tourist satisfaction among domestic tourists.

5. City image has a positive and insignificant effect on tourist satisfaction among domestic tourists visiting in Payakumbuh City. This shows that an increase in city image cannot increase tourist satisfaction among domestic tourists.

6. Food Authenticity has a positive and insignificant effect on tourist satisfaction among domestic tourists visiting in Payakumbuh City. This shows that an increase in food authenticity cannot increase tourist satisfaction among domestic tourists.

7. Tourist satisfaction has a positive and significant effect on revisit intention among domestic tourists visiting in Payakumbuh City. This shows that the higher the tourist satisfaction, the higher the revisit intention among domestic tourists.

8. Tourist satisfaction has a positive and significant mediating effect between city branding and revisit intention among domestic tourists. That is, city branding is able to

increase revisit intention among domestic tourists after being influenced by tourist satisfaction.

9. Tourist satisfaction has a positive and insignificant mediating effect between city image and revisit intention among domestic tourists. This means that city image is not able to increase revisit intention among domestic tourists after being influenced by tourist satisfaction.

10. Tourist satisfaction has a positive and insignificant mediating effect between food authenticity and revisit intention among domestic tourists. This means that food authenticity is not able to increase revisit intention among domestic tourists after being influenced by tourist satisfaction.

5.2 Implications of Research

The branding of Payakumbuh City as "Rendang City" or "The City of Rendang" 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.

5.3 Research Limitations

There are limitations to this research method, and perhaps there are several aspects that future researchers can pay more attention to in their research because there are definitely weaknesses in this research that need to be corrected and can be improved in future studies. Some of the weaknesses of this research are:

1. The research object focuses on Payakumbuh City.
2. This research is limited to the variables of city branding, city image, food authenticity, revisit intention, and tourist satisfaction in visits by domestic tourists to Payakumbuh City.
3. In terms of data collection, the information provided by respondents using questionnaires often does not prove the truth of the respondents' opinions. This is sometimes due to comparisons of different points of view, assumptions, and explanations from each respondent, as well as other aspects such as honesty in providing answers to questions from the questionnaire.

5.3 Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, namely as follows:

1. For future researchers

It is hoped that future researchers will be able to take more samples, conduct further research, and add other variables that can influence this research. So, in the future, it is hoped that differences between variables can be seen, as well as differences in the influence of the variables studied with different research objects and characteristics.

2. For Payakumbuh City Government

It is hoped that the Payakumbuh City Government will continue to strive to introduce the brand that has been attached to the City of Payakumbuh, namely the City of Rendang, or "The City of Randang". Apart from that, the Payakumbuh City Government must be able to improve the quality of tourism both in terms of tourist attractions and culinary tourism, as well as the image of the city and its culinary delights, by providing facilities that support the sustainability of tourists visiting Payakumbuh City. If this goes well, it is certain that tourists will visit Payakumbuh City again. Finally, it is hoped that Payakumbuh City can become a tourist city that is able to realize Sapta Pesona Tourism, namely safe, orderly, clean, cool, beautiful, and memorable. By implementing this, Payakumbuh City will be able to become a tourist destination of choice that is in demand by domestic and international tourists.