Research Article

Effects of City Branding and Image on the Tourists' Satisfaction and Revisit Intention to Banda Aceh, Indonesia

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Abstract: This study aims to empirically explore the effects of city branding and image on revisit intention to the City of Banda Aceh, Indonesia, mediated by the satisfaction of tourists. 114 foreign and domestic tourists who visited the city were selected as the respondents of the study using the purposive sampling technique. To gather the data, questionnaires were distributed to respondents and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM). The study documented the mediating effect of tourists' satisfaction on the influences of city branding and image on tourists' revisit intention to the City of Banda Aceh, Indonesia. These findings suggested that to attract more revisit intention of tourist, the focus should be given on improving their satisfaction based on the enhancements of city branding and its image.

Keywords: City branding, City image, Satisfaction, Revisit intention.

INTRODUCTION

Tourism can be regarded as a rapidly growing industry. Almost all countries in the world are competing to develop their tourism places. Tourism is able to provide benefits for many sectors with the creation of demand for tourism needs, both in the aspects of consumption and investment. Like cities in other countries worldwide, several cities in Indonesia adopted the city branding strategy to promote their tourism potential. Banda Aceh is one of the cities in Indonesia that applies city branding to attracts a lot of attention, with its brand called "Charming Banda Aceh" or "Warmth of Banda Aceh" in an effort to market the city. Various tourism objects in Banda Aceh City began to be developed and introduced to the people that Banda Aceh still has its charm, both in the fields of culture, culinary, spiritual or religious and also heritage or history.

Banda Aceh City must have a marketing strategy according to its potential, by adjusting to the distinctiveness and specificity of Banda Aceh as a province that runs based on the Islamic principles. This is a strategy to market Aceh tourism, especially Banda Aceh City. The branding that is offered by Banda Aceh is Halal tourism which can be enjoyed from the side of the tourism objects, the hospitality of its residents, and the value of warmth and friendship. Banda Aceh Halal

tourism branding is also packed with local Islamic regulations or called the *Qanun*. The terminology of Halal Tourism uses several names which are quite diverse, including Islamic Tourism, Halal Friendly Tourism Destination, Halal Travel, Muslim-Friendly Travel Destinations, Halal Lifestyle, and others. In 2016, the World Halal Tourism Awards Competition which was held in Abu Dhabi, the United Arab Emirates on last September 2016, of the 12 categories competed, Aceh managed to win in the World's Best Halal Cultural Destination and the Sultan Iskandar Muda International Airport Blang Bintang, Aceh Besar as the World's Best Airport for Halal Travelers.

The Banda Aceh tourism industry has also experienced significant progress in the development of awareness and willingness of the community to create various business activities that have tourism industry backgrounds such as food and beverage hawker centers, souvenir shops, lodging or homestay managed by individually or family, a travel agent that provides tour packages and scouting services with various requests for foreign language needs.

The emergence of various tourism business activities also indicates that the Banda Aceh community is increasingly open and has an awareness of the important role of tourism in efforts to build people's

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economy in their respective regions. Thus, it is necessary to provide guidance and debriefing about management and marketing concepts and strategies in the field of tourism that are being and will be built by the community.

The reputation of a city, whether it is positive or negative, cannot be made into an absolute guideline to describe the reality of it. In fact, a city changes rapidly, but to change its image requires a very long and difficult time to get everyone out of simple modifications about the city and understand the complexity which exists in it. When a city is considered a tourist destination, the city image influences the choice and behavior of citizens, investors, or visitors. The image of tourism is a direct antecedent of quality, intention to return and willingness to recommend (Martinez *et al.,* 2007).

The intention of tourists to visit a tourism destination/tourism spot is largely determined by the image of the place in his mind that is different from each other according to sources of information, motivation, holiday experience, and social-demographic characteristics (Bilei and Kim, 2009).

Against the above backdrops, this study intends to empirically explore and analyze the influence of city branding and image on revisit intention of tourists to visit Banda Aceh City, Indonesia, mediated by tourists' satisfaction. The findings of this study are hoped to provide a constructive recommendation for promoting the city to attract more tourists to revisit the city of Banda Aceh, Indonesia.

The rest of this study proceeds to review selected relevant literature in Section 2, followed by providing the empirical framework and data used in the study. Section 4 discusses the findings and their implications, and finally, Section 5 concludes the paper.

LITERATURE REVIEW
Revisit Intention
Baker and Crompton explained that revisit intention is the possibility of tourists to repeat activities or revisit a destination. Return visits can be caused by several things such as comfort, access, the atmosphere of the place, the diversity of tourism objects, or ongoing events. To measure the revisit intention with two indicators, namely: 1. Intention to recommend, and 2. Intention to revisit.

Satisfaction
Tourist satisfaction is the tourist's perception of the quality of tourism objects that had been visited. Basically, customer satisfaction and dissatisfaction with a product will affect the next pattern of behavior. Therefore, tourist satisfaction is considered as one of the main variables to maintain a competitive business in the tourism industry because it affects the choice of

goals, consumption of products and services (Rajesh, 2013). The instruments used to measure tourist satisfaction variables were measured by seven indicators, as follows: 1. Attractions, 2. Lodging, 3. Food, 4. Accessibility, 5. Shopping, 6. Activities and events, and 7. Environment.

City Image
City image tourism according to Pitana and Diarta (2009) is a trust held by tourists regarding products or services that tourists buy or will buy. City image is not always formed from experience or facts, but it can be formed so that it becomes a strong motivation or motivating factor to do travel tourists to a tourism spot. City image is based on the different judgment of tourists from one person to another. According to Saputri *et al.,* (2018), city image is measured by four indicators, as follows: 1. Conventional, 2. Affective, 3. Evaluative, and 4. Behavioral.

City Branding
City Branding is a blend of unique multi-dimensional elements that provide a city/country that is based on cultural differences and relationships for all goals. The targets, in this case, are tourists, residents, investors, and others. Sevin (2014) measures the effectiveness of city branding with six indicators, including: 1. Presence, 2. Place, 3. Prerequisite, 4. People (people). 5. Pulse (enthusiasm), and 6. Potential.

Selected Previous Studies
Cities or a region that have branding possesses distinctive features that distinguish one city from another city and the image in the eyes of visitors or residents. It also supports to bring tourists from various places to visit tourism objects in the city, especially tourism objects in Banda Aceh. Pakarti *et al.,* (2017) Finding the direct effect of the city branding variable has a significant influence on the interest of revisits. In accordance with these results, it can be concluded that city branding is one of the variables that give a positive influence on tourists to create interest in return visits. This study supports research conducted by Hellier *et al.,* (2003) which states a strong brand has an indirect influence to shape repurchase interests.

In their research, Ridha and Amalia (2018) showed that the image of a tourist destination meant the significance of the destination, tourists visiting the city of Banda Aceh were memorable, and tourists made plans to travel back to the city of Banda Aceh or make an effort to return. Samsudin (2016) investigates the effects of the image of destination and tourist satisfaction on intention to re-visit the Bunaken National Park. By using multiple regression models, this study found that destination image and tourist satisfaction affected significantly the revisit intention of tourists.

In a similar vein, Salampessy *et al.,* (2015), in the study, proved that city branding that is perceived well and has a good impression will increase satisfaction. This means that the presence, place, potential, pulse, people, and prestige owned by Ambon city has provided answers to expectations about what will be received, giving satisfaction and good experience to visitors after a visit to the Ambon city tourist destinations.

Hanif *et al.,* (2016), in his research, showed that the contribution of the research model to explain the structural relationship of destination images, tourist satisfaction, and tourist loyalty. The path analysis results explained that the destination image variable directly significantly influenced the tourist satisfaction variable. Based on these results, it can be concluded that tourist satisfaction can be created with a positive destination image. These results illustrate that the destination image variable influences the variable of tourist loyalty through the satisfaction variable felt by tourists. Based on the results of the study, it can be concluded that the destination image variable through tourist satisfaction has an indirect effect on tourist loyalty. Other studies by Ramseook-Munhurrun and Naidoo (2015) also documented that destination image indirectly affecting the loyalty with satisfaction and the value variables accepted as mediating variables. The results of this study also reinforced the finding of Coban (2012) who proved the positive influence of destination image on tourist satisfaction. Basiya and Rozak (2012) pointed out that the satisfaction of foreign tourists has a positive effect on the intention of foreign tourist return visits. Increasing the satisfaction of foreign tourists will increase the intention of foreign tourist return visits in Central Java destinations.

Furthermore, Sudiro *et al.,* (2017) proved that visitor satisfaction has a significant effect on the intention to revisit Solo Jenang Festival visitors. That is, a better level of visitor satisfaction leads to a higher level of return wisdom. When visitors have a satisfying experience at a festival, it is not impossible for them to return at the next opportunity. On the next occasion, it is possible for visitors to invite their relatives to come to the festival. Additionally, Dewi and Laksmidewi (2015) found that the influence of customer experiences on revisit intention mediated by visitor satisfaction has an indirect value interval. Visitor satisfaction mediates customer experiences to revisit intention in this study. This proved that visitors to the Wayang Museum, Indonesia have a good and memorable experience so that visitors feel satisfied and finally encourage them to revisit other opportunities to come.

Another study by Isnaini and Abdillah (2018) examined the millennial generation's perception of the influence of the destination brand image on visiting decisions, visitor satisfaction, and interest in return visits. They found that all variables have a significant influence both directly and indirectly through intermediary variables. Between the two intermediate variables involved in this study, the millennial generation visitor satisfaction variable has a significant contribution in mediating the influence between destination brand images on the interest of revisiting.

Finally, Khansa and Farida (2016) documented that there is a positive influence between price and destination image partially on satisfaction, and satisfaction has a positive effect on the intention to visit again. Based on the results of the two-stage regression analysis, it is known that the effect of price is greater than the effect of destination image on satisfaction. The satisfaction is found to influence the intention of revisiting and it acted as a partial mediating variable, indicating an indirect effect between price and destination image on the intention to revisit.

Based on the above-reviewed previous study, the present study proposes the following research model to be estimated.
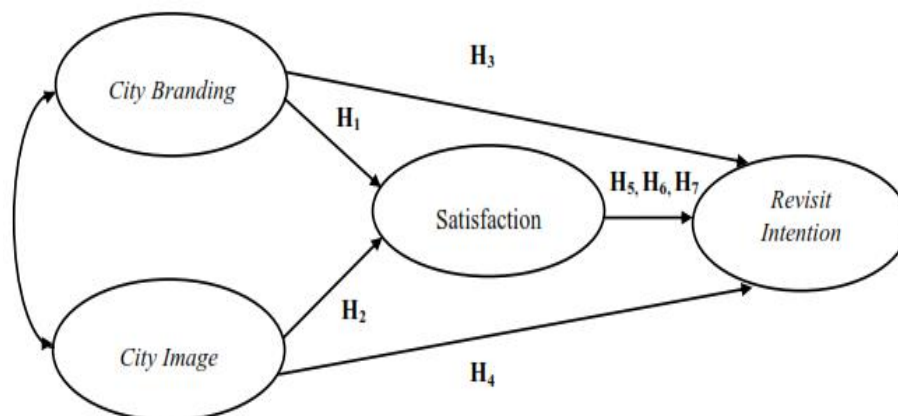

Figure1. The proposed research model

Referring to Figure 1, the study proposes the following hypotheses to be tested:

H$_1$: *City Branding* influences the satisfaction of tourists.

H$_2$: *City Image* influences the satisfaction of tourists.

H$_3$: *City Branding* influences the revisit intention of tourists.

H$_4$: *City Image* influences the revisit intention of tourists.

H$_5$: Satisfaction influences the revisit intention of tourists.

H$_6$: *City Branding* indirectly influences Revisit Intention through the satisfaction of tourists.

H$_7$: *City Image* indirectly influences *Revisit Intention* through the satisfaction of tourists.

RESEARCH METHOD

The population of this study included all foreign and domestic tourists who came to Banda Aceh, Indonesia to enjoy all tourism objects in town. The number of respondents (samples) was selected using the non-probability sampling method of purposive sampling technique. According to Hair *et al.,* (2010), the sample size is determined by the number of indicators multiplied by 5 to10. Since our study measure four variables (i.e., city branding, city image, satisfaction, and revisit intention) using 19 indicators, thus the number of samples was 114 (19 indicators multiplied by 6).

This study examined two exogenous variables (i.e., city branding and city image), one endogenous variable (i.e., revisit intention), and one mediating variable [i.e., satisfaction). In this study, the variables are measured using the Likert scale of 1 to 5 and based on indicators introduced by previous studies, as mentioned in the previous section of literature reviews.

To empirically explore the direct effect of city branding, city image compensation, and satisfaction on revisit intention; and the indirect effect of city branding and city image on the revisit intention via satisfaction of tourists, the following Partial Least Square-Structural Equation Modeling (PLS-SEM) equations are estimated:

$$\text{SATIS} = \gamma_{11}\text{CTBRN} + \gamma_{12}\text{CTIMG} + \zeta1 \text{-----------------------(1)}$$
$$\text{RVSIT} = \gamma_{21}\text{CTBRN} + \gamma_{22}\text{CTIMG} + \gamma_{23}\text{SATIS} + \zeta2 \text{-------(2)}$$

where SATIS is the satisfaction of tourists, CTBRN is the city branding, CTIMG is the city image, RVSIT is the revisit intention, γ_{ii} are the estimated loading factors for each variable and ζ_i are the structured error terms.

Prior to report and analyze the findings of PLS-SEM estimates, the tests comprising validity and reliability will be performed first, followed by the tests of goodness of fit indices to ensure the suitability of the model to provide answers for the objectives of the study.

RESULTS AND DISCUSSION

Characteristics of Respondents

Table 1 illustrates the characteristics of 114 respondents. Based on gender, respondents consist of 44 males and 70 females with a percentage of 38.6% and 61.4%, respectively. Thus, the number of female respondents was more dominant in this study than male respondents. As their age, the respondents whose age under 21 years were 25 people with a percentage of 21.9%, age between 20 to 29 years were 36 people with a percentage of 31.6%, age between 30 and 39 years were 26 people with a percentage of 22.8%, age between 40 and 49 years were 14 people with a percentage of 12.3%, and age between 50 and above were 13 people with a percentage of 11.4%. These showed that the most dominant respondents were between 20 and 29 years old.

Based on marital status, 59 people with a percentage of 51.7% were single, 50 people with a percentage of 43.8% were married, while widows/widowers were 5 people with a percentage of 4.4%. Thus, the unmarried respondents dominated the other marital status of the respondents. In view of education level, it shows that respondents for Junior high school level were only 2 people with a percentage of 1.7%, Senior high school education level was 41 people with a percentage of 35.9%, Diploma degree was only 5 people with a percentage of 4.4%, Bachelor degree was 50 people with a percentage of 43.8%, and Master degree was 16 people with a percentage of 14.0%. These results showed the level of the undergraduate degree was the most dominant respondents compared to other education levels.

Tabel1. Characteristics of Respondents

No.	Description		Frequency	Percentage
1.	Sex:			
	o	Male	44	38.6
	o	Female	70	61.4
2.	Age:			
	o	< 20 years old	25	21.9
	o	20 – 29 years old	36	31.6
	o	30 – 39 years old	26	22.8
	o	40 – 49 years old	14	12.3
	o	> 50 years old	13	11.4
3.	Marital Status:			
	o	Single	59	51.7
	o	Married	50	43.8
	o	Widow/widower	5	4.4
4.	Level of education:			
	o	Junior high school	2	1.7
	o	Senior high school	41	35.9
	o	Diploma degree	5	4.4
	o	Bachelor degree	50	43.8
	o	Master degree	16	14.0
5.	Monthly income:			
	o	< IDR2,500,000	44	38.6
	o	IDR2,500,000 – 3,000,000	19	16.7
	o	IDR3,000,000 – 4,000,000	16	14.0
	o	> IDR4,000,000	35	30.7
6.	Type of tourist:			
	o	Foreign tourist	26	22.8
	o	Domestic tourist	88	77.2
7.	Purpose of visit:			
	o	Family visit	10	8.8
	o	Back to hometown	14	12.3
	o	Traveling/traveler	72	63.1
	o	Work/business	18	15.8
8.	The place to stay:			
	o	Hotel	42	36.8
	o	Family House	44	38.6
	o	Guest House	15	13.1
	o	Homestay	13	11.4

As for monthly income, it can be seen that the monthly income of respondents below IDR 2,500,000 as many as 44 people with a percentage of 38.6%. For respondents who earned between IDR2,500,000 - 2,999,999 were 19 people with percentage of 16.7%, IDR3,000,000 - 3,999,999 were 16 people with percentage of 14.0%, and for respondents who earned above IDR4,000,000 were 35 people with percentage of 30.7%. These showed that the dominant respondents were those who earned less than IDR2,500,000. Of these tourists, 26% of them were foreign tourists, while 77.2% of them were domestic tourists. Thus, the domestic tourists dominated the respondents of the study. In terms of the purpose of tourists' visit, tourists with the purpose of the family visit were 10 people with a percentage of 8.8%, for the purpose of returning to the hometown were 14 people with a percentage of 12.3%, for the purpose of traveling were 72 people with a percentage of 63.1%, and for respondents with the purpose of work/business were 18 people with a percentage of 15.8%. Thus, for the purpose of going to Banda Aceh for traveling has dominated the purpose of tourists to visit the city of Banda Aceh, Indonesia.

Finally, as illustrated in Table 1, the tourists who stayed at the hotel were 42 people with a percentage of 36.84%, stayed in family houses as many as 44 people with a percentage of 38.59%, stayed at the guest house as many 15 people with a percentage of 13.1%, and respondents who stayed at the homestay as many as 13 people with a percentage of 11.4%. Thus, the hotel was found to be the most popular place for tourists to stay during their visit to Banda Aceh, Indonesia.

Table2. Value of Discriminant Validity (Cross Loading)

	City Branding (CTBRN)	City Image (CTIMG)	Satisfaction (SATIS)	Revisit Intention (RVSIT)
$CTBRN_{1.1}$	0.787024	0.427037	0.507794	0.330345
$CTBRN_{1.2}$	0.813952	0.559813	0.495022	0.451179
$CTBRN_{1.3}$	0.742019	0.407042	0.576309	0.350690
$CTBRN_{1.4}$	0.745846	0.656276	0.583578	0.455041
$CTBRN_{1.6}$	0.632789	0.460380	0.424510	0.531900
$CTIMG_{.1}$	0.682885	0.893328	0.647084	0.600611
$CTIMG_{2.2}$	0.605107	0.813766	0.523446	0.455773
$CTIMG_{2.4}$	0.237650	0.624656	0.332593	0.421426
$SATIS_1$	0.680834	0.650797	0.862557	0.529326
$SATIS_2$	0.523014	0.474329	0.790896	0.406932
$SATIS_3$	0.223546	0.378093	0.528299	0.184708
$SATIS_4$	0.464848	0.432547	0.778878	0.423409
$SATIS_5$	0.599049	0.486064	0.876549	0.510697
$SATIS_6$	0.312235	0.458337	0.566658	0.483695
$SATIS_7$	0.551487	0.392928	0.552252	0.446445
$RVSIT_1$	0.516624	0.620347	0.577930	0.931149
$RVSIT_2$	0.547018	0.555479	0.558392	0.922580

In the next step, the discriminant validity assessment is done to ensure that the indicator value of each latent variable has a higher value than the other variable columns. The way to test discriminant validity is to see the cross-loading value for each variable must be higher than the value in the other columns. Invalid indicators of $CTBRN_{1.5}$ and $CTIMG_{2.3}$ have been removed from the model. Thus what remains were all indicators that fulfill the requirements for the value of outer loading of greater than 0.5. These discriminant validity test findings are reported in Table 2.

Next, Table 3 reports the findings of the reliability test based on the composite values. As shown by the table, the values of the composite reliability of latent or construct variables had values greater than 0.70. Thus, this showed that all constructs have good reliability criteria. Table 3 also showed the Average Variance Extracted (AVE) value for latent variables.

Table3. Value of Composite Reliability

	Composite Reliability	AVE	Cronbachs Alpha
City Branding (CTBRN)	0.862	0.558	0.799061
City Image (CTIMG)	0.825	0.617	0.682988
Satisfaction (SATIS)	0.879	0.521	0.837184
Revisit Intention (RVSIT)	0.924	0.859	0.836114

As shown by Table 3, the AVE values for latent variables of city branding, city image, satisfaction and revisit intention variables were above 0.5. Thus, this means that all latent variables have met the requirements for convergent validity and requirements of convergent validity and represent all the indicators in the block. Referring to the Cronbach Alpha value for the satisfaction variable was 0.837, and the revisit intention was 0.836, which can be concluded to have an alpha signal that was very reliable because it has a value greater than 0.8. Meanwhile, for city branding construct was 0.799 and the city image was 0.682, considered to have a reliable alpha conversion value with a value between 0.6 - 0.8. These findings confirmed that all variables were valid and reliable, this could be used for measuring the interactions among the investigated variables.

PLS-SEM Findings
The bootstrapping test of PLS-SEM is performed to test the significance or relationship between latent variables. The inner estimated model of PLS-SEM is found to have a failure in producing the expected results by falsifiable testing. As before, in the

bootstrapping test, that is seen is the result of the path coefficient which describes how much influence between exogenous variables on endogenous variables. It is just that in the boots rating test it has a different value than the previous test, so it is possible to obtain a significant value. Table 4 reports the findings of the coefficient path test through bootstrapping with SmartPLS 2.0.

Table4. Testing Significance with Bootstrapping

	Original Sample	Sample Mean	Standard Deviation	t-Statistics
CTBRN -> SATIS	0.464445	0.457993	0.081891	5.671506
CTBRN -> RVSIT	0.128476	0.134259	0.131960	2.973598
CTIMG -> SATIS	0.342725	0.344629	0.070839	4.838082
CTIMG -> RVSIT	0.358132	0.341791	0.111250	3.219171
SATIS -> RVSIT	0.287386	0.289038	0.130052	2.209775

Based on the results of the bootstrapping test as shown in Table 4, it can be seen that the city branding latent variable has a positive effect of 0.464 on the satisfaction variable. A one-unit increase in the city branding variable would cause an increase of 0.464 in the satisfaction variable. Since the value of the t-statistic is 5.671, which was greater than 1.96, thus the city branding latent variable has a positive and significant effect on the satisfaction variable. Besides, the city branding variable is also found to have a positive effect of 0.128 on the revisit intention variable. An increase by one unit of the city branding variable, it caused an additional 0.128 increased in the revisit intention variable. Because the value of t-statistics was 0.973, which was greater than 1.96, it means that the city branding latent variable has a positive effect on the revisit intention variable.

The city image variable has a positive effect of 0.342 on the satisfaction variable. As it increases by one unit, it caused an additional of 0.342 unit of tourists' satisfaction. Because the value of the t-statistic was 4.838, which was greater than 1.96, it is concluded that the city branding latent variable has a positive and significant effect on the satisfaction variable. Additionally, the city image variable has a positive effect of 0.358 on the revisit intention variable. An increase of one unit in the city image variable would give an additional 0.358 to the satisfaction variable. Since the t-statistical value was 3.219, which was greater than 1.96, it means that the city image latent variable has a positive and significant effect on the revisit intention variable.

Furthermore, the value of the satisfaction variable has a positive effect of 0.287 on the revisit intention variable. An increase of one unit in the satisfaction variable would give an additional 0.287 to the satisfaction variable. Because the t-statistical value was 2.209, which was greater than 1.96, it means that the satisfaction latent variable has a positive and significant effect on the revisit intention variable.

Finally, as the found both significant direct effects of city branding, city image, and satisfaction on revisit intention; and the significant indirect effect of city branding and city image on the revisit intention via satisfaction of tourists, thus the satisfaction variable is found to act as the partially mediated variables. Our findings implied that to attract more revisit intention of tourists, the focus should be given on improving their satisfaction based on the enhancements of city branding and its image.

The findings of our study are supported by many previous studies. These include Pakarti *et al.,* (2017), Hellier *et al.,* (2003), Ridha and Amalia (2018), Samsudin (2016), Hanif *et al.,* (2016), Salampessy *et al.,* (2015), Ramseook-Munhurrun and Naidoo (2015), Coban (2012), Basiya and Rozak (2012), Sudiro *et al.,* (2017), Dewi and Laksmidewi (2015), Isnaini and Abdillah (2018), Khansa and Farida (2016), Assaker and Hallak (2013), Rozanna *et al.,* (2019), Sativa *et al.,* (2018), Wani *et al.,* (2018), and Rukayah *et al.,* (2019). Overall, these studies confirmed that 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 intention.

CONCLUSION

This study empirically explored the effects of city branding and image on revisit intention to the City of Banda Aceh, Indonesia, mediated by the satisfaction of tourists. 114 foreign and domestic tourists who visited the city were selected as the respondents of the study using the purposive sampling technique. Using the Partial Least Square-Structural Equation Modeling (PLS-SEM), the study documented the mediating effect of tourists' satisfaction on the influences of city branding and image on tourists' revisit intention to the City of Banda Aceh, Indonesia. These findings suggested that to attract more revisit intention of tourist,

the focus should be given on improving their satisfaction based on the enhancements of city branding and its image.

Further studies on this topic could provide better and comprehensive empirical findings by considering more variables into the model of estimation. These factors could cover both internal and external factors affecting satisfaction and revisit the intention of tourists. Finally, covering a broader area of study into the analysis would also enrich the existing empirical evidence.

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