

DOI: <https://doi.org/10.31933/dijms.v3i3.1129>

Received: 15 November 2021, Revised: 15 December 2021, Publish: 25 January 2022



THE ANALYSIS OF FOOD QUALITY, CITY IMAGE, AND PROMOTION OF REVISITS IN BUKITTINGGI CITY TOURISM WEST SUMATERA WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLE

Lucky Safitri

Universitas Mercu Buana, Jakarta, Indonesia, lucky.safitri@gmail.com

Corresponding Author: Lucky Safitri

Abstract: The purpose of this study was to examine and analyze the influence of food quality, city image, and promotion on revisit to Bukittinggi City Tourism, West Sumatra with customer satisfaction as an intervening variable. The data used in this study is the result of a questionnaire that was distributed directly in June 2021. Sampling was carried out through a purposive sampling method, in which the researcher had set several criteria. There are 195 respondents in this study. This research method uses PLS-SEM with the help of SMART PLS. The results in this study indicate that food quality has no influence on customer satisfaction, while city image and promotion have a positive and significant influence on customer satisfaction. Meanwhile, food quality and city image have no influence on revisit, while promotion has a positive and significant influence on revisit. Customer satisfaction has a positive and significant influence on revisit. The managerial implications show where innovation needs to be improved which is more attractive and takes advantage of the great potential of Bukittinggi City Tourism, West Sumatra. For further research, it is expected to be able to conduct research in other tourist destinations by using the variables contained in this study to be used as a reference for tourism development in Indonesia.

Keywords: Food quality, city image, promotion, revisit

INTRODUCTION

Currently, the development of the era of globalization is not only happening on the economic, technological, political and legal side, but also on the demographic side. Modernization has changed many lives in this era. Restaurants and hotels are experiencing a slowdown due to large-scale social restrictions (PSBB) to reduce the spread of Covid-19. (economy.business.com, 2021). However, the needs of the community must still be met because the more diverse the needs of human life, the more demanding changes in lifestyle (lifestyle). Lifestyle or lifestyle of a person's lifestyle in the world which is expressed in an activity, interest and opinion.

The tourism industry is a service sector industry that contributes to accelerating economic growth, especially as the largest foreign exchange earner for the country, especially

the country of Indonesia, respectively from 2017–2019 amounting to 15.24 - 19.29 and 20 billion US dollars (liputan6.com, 2020). The country of Indonesia is one of the countries that is a tourist destination that is very liked and wants to be visited by tourists, because Indonesia has interesting places for tourism such as data from traveloka.com which states that tourist attractions that are often visited on weekends are beautiful inland areas, interesting cultural and historical ruins, beaches and more. The contribution of the tourism sector to GDP in 2020 is estimated at 4.1 percent. On the other hand, the contribution of the tourism sector was 4.7 percent in 2019 (economy.bisnis.com, 2021).

Tourism is one of the important sectors of a country's economy. The city of Bukittinggi is famous for its tourist attraction, namely Jam Gadang which is a landmark of the City of Bukittinggi. Kinantan Zoo, Taman Panorama dan Lubang Jepang, Rumah Kelahiran Bung Hatta, Jembatan Limpapeh, and Benteng *Fort De Kock*. Judging from the many kinds of tourist objects in the City of Bukittinggi, it has a very large appeal, developed and packaged into a leading tourist destination in Indonesia, especially for the City Government of Bukittinggi which is included in the Visit Indonesia Years proposal from year to year. Meskipun demikian, saat ini terjadi penurunan kunjungan wisatawan mancanegara yang datang khususnya ke kota wisata Bukittinggi Provinsi Sumatera Barat. Dengan demikian kota wisata However, currently there is a decline in foreign tourist arrivals who come, especially to the tourist city of Bukittinggi, West Sumatra Province. Thus the tourist city of Bukittinggi is required to be able to maintain the level of revisit of tourists. Because if you pay attention to the previous year the level of tourist visits had increased, especially foreign tourists (foreign tourists) in 2017 and 2019 and then decreased in 2016, 2018, and 2020 (Badan Pusat Statistik Provinsi Sumatera Barat, 2020).

Cibro and Hudrasyah's research (2017) showed that the variables of Quality food, Place, Price, Promotion, Quality of service, Physical evidence significantly affect the revisit intention variable. In Ayyub and Aditya's research (2018), the image of the city is one of the efforts to shape the competitiveness of the city, and is currently the main focus and a fairly urgent need. The need for a regional brand will make the region have a strong positioning, especially in the global tourism sector. In addition to product quality and city image factors, in fulfilling consumer satisfaction and increasing consumer loyalty to repeat consumption, promotional activities for related products can also be considered. Attractive and communicative promotions will be well received by customers (Fifin and Anindhyta, 2020). This study focuses on the *influence* of customer satisfaction as an intervening variable on revisit which were previously influenced by variables of food quality, city image, and promotion.

Revisit intention which is the adoption of repurchase intention is included in one of the post-purchase behavior or post-purchase behavior. Revisit intention is considered very important in increasing the number of tourist visits to a destination and controlling tourist visits in the future, because satisfied tourists tend to make revisit and provide positive word of mouth (Som et al, 2012). According to Fornell in Hendarsono & Sugiharto (2013) said that satisfied consumers will make revisit in the future and also tell others about the product or service they feel.

City image in short is a brand of a certain city, region, country, or region. With regional autonomy, local governments are required to be more creative in marketing their area, one of the efforts is to do City Image. City branding is an identity, symbol, logo, or brand attached to an area. City branding can be said to be a strategy of a country or region to create a strong positioning in the minds of their target market, like positioning a product or service, so that the country and region can be widely known throughout the world (Gustiawan, 2011, dalam Almaqosid, 2019).

Food quality is an important role in consumer purchasing decisions, so it can be seen that if food quality increases, purchasing decisions will increase as well (Margareta and Edwin 2012). Quality or quality is something that becomes a benchmark for evaluating good and bad things that can affect a product or service. Each individual has different views and benchmarks on the quality of products and services. This is because quality has many dimensions, depending on each individual who assesses it. Quality is the totality of features and characteristics of products or services that bear on its ability to satisfy stated or implied needs. (Kotler dan Keller, 2012).

The promotion mix is a combination of five main tools consisting of advertising, personal selling, publicity, sales promotion and direct marketing (Kotler, 2019). Promotion is one of the variables contained in the marketing mix which has an important role in communicating the existence and value of the product to potential customers. Promotion is one of the variables contained in the marketing mix which has an important role in communicating the existence and value of the product to potential customers.

Customer satisfaction begins with the needs and desires of each customer for a product. These needs and desires will be fulfilled or vice versa after making a purchase and feeling the performance and function of the product. Every customer has a different level of satisfaction. According to Kotler & Keller (2016) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of performance that is below expectations, customers are not satisfied. However, if the performance exceeds expectations, the customer is very satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will feel satisfied, whereas if the performance exceeds expectations, the customer will feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product.

LITERATURE REVIEW

The Influence of Food Quality on Customer Satisfaction

In Muhammad and Fahmi's research (2018), it shows that the quality of food products is important in maintaining consumer satisfaction, because the higher the quality of the product, the higher the satisfaction of consumers. The results of their research indicate that there is a significant influence between the quality of Medan Napoleon's food products and consumer satisfaction. There are several things that must be met so that the quality of food products is declared good and accepted by consumers, namely color, appearance, portion, shape, temperature, texture, aroma, and taste (Gaman and Sharrington, 1994). Therefore, in this study the following hypothesis is proposed:

H₁: Food quality has a positive and significant influence on customer satisfaction on tourism in the city of Bukittinggi, West Sumatra.

The Influence of City Image on Customer Satisfaction

With the image of the city, a city can be better known by the wider community, and from the branding that has been created an image of the city will emerge. Anholt (2007) states that the image of a city has an influence on people inside and outside the city who have assumptions about the state of the city, how they behave towards the state of the city, and the way they respond to everything that happens in the city (Salampessy, 2015:4). If visitors to a city feel satisfied while in that place, then the image of the city generated by the city is positive. Therefore, in this study the following hypothesis is proposed:

H₂: City image has a positive and significant influence on customer satisfaction in Bukittinggi city tourism, West Sumatra.

The Influence of Promotion on Customer Satisfaction

Promotion is an expression in a broad sense about the activities that are effectively carried out by the company (the seller) to encourage consumers to buy the products or services offered (Sukirno dan Poerwanto, 2014:194). In the research of Fifin and Anindhyta (2020), it shows that promotion has a positive influence on customer satisfaction. Therefore, in this study the following hypothesis is proposed:

H₃: Promotion has a positive and significant influence on customer satisfaction on tourism in the city of Bukittinggi, West Sumatra.

The Influence of Food Quality on Revisit

Research conducted by Wimaladevi & Setyawati (2018) shows that food quality, service quality, and atmosphere reflect the customer's revisit intention. These results are the same as the results of research conducted by Wulanjani & Derriawan (2017) food quality and consumer satisfaction have also been shown to have a positive and significant influence on intention to revisit. According to Shariff, et al (2015) food quality is the most important factor influencing satisfaction and the only factor predicting behavioral intention, there is a significant relationship between food quality and customer satisfaction which consequently affects customer selection to revisit. Therefore, in this study the following hypothesis is proposed:

H₄: Food quality has a positive and significant influence on revisit to Bukittinggi, West Sumatra.

The Influence of City Image on Revisit

Previous research conducted by Haris Salampessy (2015) has proven that the city image variable has a significant influence on customer loyalty. This is in line with Bawole's research (2021), where city image City image means building city identity. The identity of the city is considered important in an effort to build city branding because the identity of the city will function as a tool to interact (communicate) with the general public regarding the things that the city wants to communicate. So that the image of the city will indirectly always

be related to the formation of the image. There are so many cities and districts in Indonesia that create the image of the city to make it easier for the public to identify the identity of the city or district and what potential it has. The results showed that city image had a significant influence on visiting decisions. Visitors who feel satisfied with things related to the image of the city certainly have the potential to make revisit to the city concerned. Therefore, in this study the following hypothesis is proposed:

H₅: City image has a positive and significant influence on revisit to Bukittinggi, West Sumatra.

The Influence of Promotion on Revisit

In fulfilling customer satisfaction and increasing consumer loyalty, not only by paying attention and improving the quality of food and brand image, but there are other ways, namely companies can carry out promotional activities. Attractive and communicative promotions will be well received by customers. Promotion is an expression in a broad sense about the activities that are effectively carried out by the company (the seller) to encourage consumers to buy the products or services offered. (Sukirno dan Poerwanto, 2014:194). Companies must play an active role in promotional activities, because promotions are information provided by companies to consumers about what products are offered and what are the benefits that customers will get when they buy or consume these products. Therefore, in this study the following hypothesis is proposed:

H₆: Promotion has a positive and significant influence on revisit to Bukittinggi, West Sumatra.

The Influence of Customer Satisfaction on Revisit

Research conducted by Mujihestia, Troena & Hussein (2018) shows that visitor satisfaction directly affects revisit intentions. These results are the same as the results of a study conducted by Ekeke, Akpan & Aderele (2020) where customer satisfaction has a significant influence between dining experience and intention to revisit. According to Kawatu, Mandey & Lintong (2020) the intention of revisit by tourists is created from the satisfaction they feel. If tourists are satisfied with the tourism products and services provided, then tourists will definitely want to return to visit these tourist attractions and can even become loyal tourists. Therefore, in this study the following hypothesis is proposed:

H₇: Customer satisfaction has a positive and significant influence on revisit to Bukittinggi, West Sumatra.

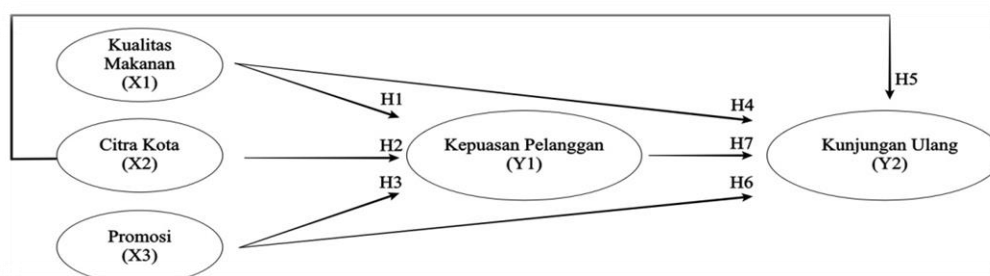


Figure 1 Conceptual Framework

RESEARCH METHOD

This study used quantitative approach in collecting and analysing data. The study was conducted on respondents and totaled 195 people where the respondents had at least visited Bukittinggi City Tourism, West Sumatra at least 2 times. The sampling technique used in this research is Non Probability Sampling with the type of Purposive Sampling is a sampling based on certain characteristics (Kuncoro, 2013). The reason for using the purposive sampling technique is because not all samples have criteria that match the phenomenon under study. Therefore, the authors chose the Purposive Sampling technique which stipulates certain considerations or criteria that must be met by the samples used in this study. To get a representative sample according to Hair et al (Ferdinand, 2014) it depends on the number of indicators multiplied by 5 to 10, which is $39 \times 5 = 195$.

In collecting respondent data, the researcher used questionnaire method. The questionnaires were distributed online using Google Forms. The questionnaire distributed to the respondents contained 37 statements and presented the research variables, namely: Food Quality, City Image, Promotion, Customer Satisfaction, and Revisit. The measurement scale technique in this study used a Likert scale ranging from strongly disagree (1) to strongly agree (5). This study was conducted at one point in time to examine information relating to revisit to Bukittinggi City Tourism, West Sumatra.

The SEM method used in this research analysis uses the Partial Least Square (Smart-PLS) program, by measuring Convergent validity, Cronbach's Alpha and Composite Reliability (CR), Discriminant Validity, evaluating the value of R^2 , measuring effect size f^2 , and Goodness of Fit Index (GoF).

FINDINGS AND DISCUSSION

Description of Respondents

The description of respondents are presented in Tabel 1.

Table 1: Descriptions of Respondents

Respondents	Number of People	Percentage
Gender		
Female	95	48.7
Male	100	51.3
Total	195	100
Occupation		
Private employees	92	47.2
Civil Servant	57	29.2
Entrepreneur	46	23.6
Total	195	100
Frequency of Visits		
> 5 times	55	28.2
2-3 times	68	34.9
2 times	72	36.9
Total	195	100

There are 100 (51.3%) male respondents and 95 (48.7%) female respondents, it can be concluded that there are more male respondents than female respondents. Based on occupation, there are 92 people (47.2%) of respondents who have jobs as private employees,

57 people (29.2%) of respondents work as civil servants/BUMN, and 46 people (23.6%) of respondents have jobs as entrepreneurs. Meanwhile, based on the frequency of visits, there are 72 people (36.9%) of respondents who have visited 2 times, 68 people (34.9%) of respondents have visited 3-5 times, and 55 people (28.2%) of respondents have visited more than 5 times.

Structural model analysis

This study using the SEM analysis method with the smart PLS program.

Table 2: Variable item descriptions

Variables	Item	Mean
Food Quality		
Dimension: Taste		
Quality of taste according to taste	X1.1	4,13
Dimension: Quantity		
Quantity or portion is appropriate	X1.2	4,07
Dimension: Menu variance		
Creating types of food	X1.3	4,11
A wide variety of types of food	X1.4	4,01
Dimension: Hygiene		
Maintain food hygiene	X1.5	4,05
Dimension: Innovation		
Offer new food	X1.6	4,05
Have many choices	X1.7	4,09
City Image		
Dimension: Presence		
Cozy atmosphere	X2.1	4,03
Safe atmosphere	X2.2	3,96
Calm atmosphere	X2.3	4,08
Dimension: Place		
City weather	X2.4	4,15
City cleanliness	X2.5	3,98
Dimension: Potential		
State of nature	X2.6	4,06
Educational Tour	X2.7	4,07
Easy access from various cities	X2.8	4,10
Dimension: Pulse		
Interesting tourist attraction	X2.9	4,01
New tourist attraction	X2.10	3,97
Diverse attractions	X2.11	4,03
Unique tourist attraction	X2.12	4,12
Dimension: People		
Hospitality	X2.13	4,09

Interaction	X2.14	4,03
Response	X2.15	3,94
Dimension: Prerequisite		
Accommodation	X2.16	4,11
Public service	X2.17	4,04
Tourist attractions as needed	X2.18	4,04
Promotion		
Dimension: Sales promotion		
Sales promotion in the mass media is interesting.	X3.1	3,97
Sales Promotion on attractive social media.	X3.2	3,90
Dimension: Publicity		
Interesting publicity	X3.3	4,10
Dimension: Special promotion		
The special promos offered make customers interested.	X3.4	4,08
Dimension: Ease of understanding promos		
The promos delivered are easy for customers to understand.	X3.5	3,92
Customer Satisfaction		
Dimension: Recommend tourist spots		
Creating the Word of Mouth	Y1.1	4,18
Dimension: Creating brand		
Creating an image of an environmentally friendly tourist area	Y1.2	4,03
Build a good reputation	Y1.3	4,08
Dimension: Availability of facilities and utilities		
Understand the availability of facilities and utilities in city tours that can be used	Y1.4	3,86
Dimension: Provide suggestions and ideas for city tours		
Actively convey suggestions and ideas for city tours	Y1.5	3,83
Revisit		
Dimension: The willingness to revisit		
Measure the desire of tourists to revisit the same tourist destination in the future	Y2.1	4,04
Dimension: Recommend it to others		
Measure the desire of tourists to recommend and provide positive word of mouth	Y2.2	4,07

Table 3: Result of Variance Extracted (AVE), Cronbach's Alpha, Composite Reliability(CR)

Variables	AVE	Cronbach's Alpha	Composite Reliability(CR)
Food Quality	0,663	0,915	0,932
City Image	0,612	0,962	0,966
Promotion	0,674	0,879	0,912
Customer Satisfaction	0,634	0,854	0,896
Revisit	0,845	0,818	0,845

Table 4: Result of Standard Deviation, T-statistics, P value and F square

Variable	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	F Square
Food Quality -> Customer Satisfaction	0,079	0,065	1,172	0,242	0,010
City Image -> Customer Satisfaction	0,321	0,072	4,417	0,000	0,105
Promotion -> Customer Satisfaction	0,509	0,064	7,908	0,000	0,350
Food Quality -> Revisit	0,028	0,086	0,318	0,750	0,001
City Image -> Revisit	0,138	0,111	1,336	0,182	0,014
Promotion -> Revisit	0,301	0,101	2,947	0,003	0,062
Customer Satisfaction -> Revisit	0,351	0,085	3,980	0,000	0,081

Descriptive statistical analysis of research variables is used to determine the tendency of answers to the questionnaire or the extent to which respondents' responses are according to the category of answer choices using a Likert scale from a scale of 1 (strongly disagree) to 5 (strongly agree) to the statements of each variable by looking at which indicators with the highest and lowest mean (Table 2). The measurement of these constructs has been used in previous tourism studies. Based on table 3, it shows that the variable AVE for all variables is greater than the loading factor value (rule of thumbs) which is 0.5. so that it also shows that all indicators are suitable for use in research. The value of the construct has good reliability, or the questionnaire used as a tool in this study has been reliable or consistent if all values of latent variables have composite reliability and Cronbach alpha values 0.7 and values of 0.8 are very satisfactory. These results indicate that the value of composite reliability and Cronbach alpha is more than 0.7. It is means that the construct has good reliability, or the questionnaire used as a tool in this study has been reliable or consistent.

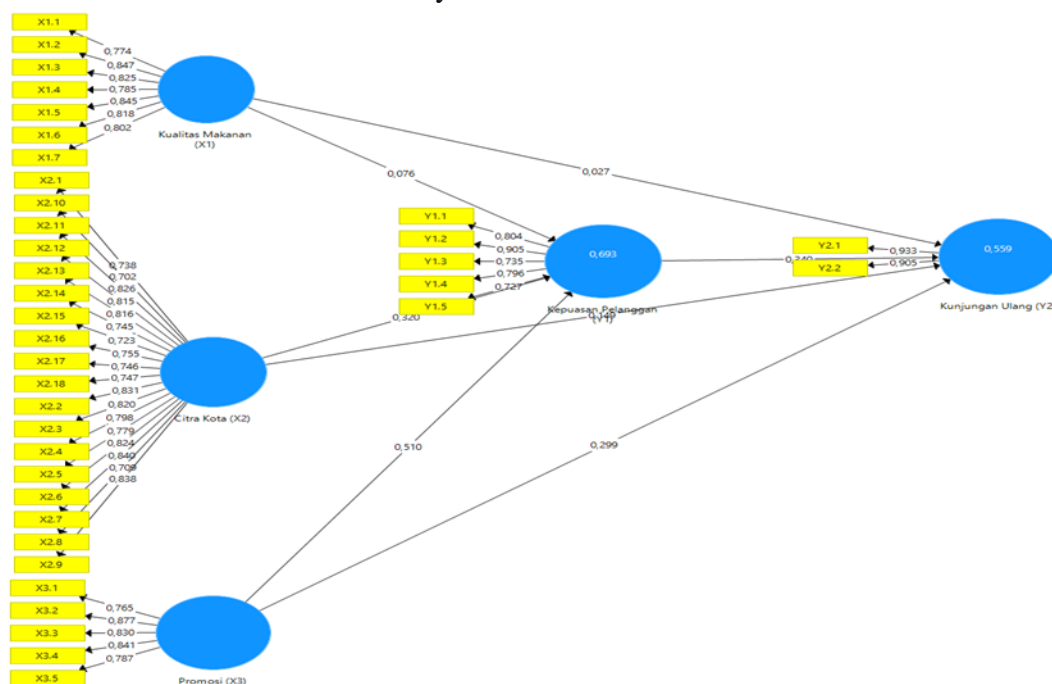


Figure 2: Structural Equation Model

Based on the results in Figure 2, it shows that the convergent validity test in PLS with reflective indicators is significant, because the factor loading of all indicators on the research variables is more than 0.7. Loading factors (rule of thumbs) used for convergent validity are outer loading > 0.7 , communality > 0.5 , and average variance extracted (AVE) > 0.5 . Therefore, all indicators are valid or feasible to be used in this study.

The model fit was assessed using structural equation modeling (Figure 2) and the result shows good model fit. The GOF values range from 0 to 1 with the interpretation of values: 0.1 (small GOF), 0.25 (moderate GOF) and 0.36 (large GOF). This test aims to validate the purpose of testing the Goodness of Fit Index (GoF) is to validate the combined performance of the outer mode and inner model model with a certain formula so that we get $GoF = 0.663$ and 0.687 (large value).

Based on Table 4, it can be seen that the original sample estimated value of food quality is 0.076 with a t-statistic value of 1.172 which is smaller than the t-table value of 1.962. The positive original sample estimate value indicates that food quality has a positive influence and the t-statistic value shows an insignificant influence with a P Value of 0.242 (with a significance P value of $0.000 < 0.05$) on customer satisfaction in Bukittinggi city tourism, West Sumatra. Based on the results of the regression, it can be concluded that H_1 is rejected. Based on the results of testing the first hypothesis, it can be concluded that the food quality variable has a positive but not significant influence on customer satisfaction. This is in line with Muhammad Fahmi's research (2018) which shows that the quality of food products is important in maintaining consumer satisfaction, because the higher the quality of the product, the higher the satisfaction of consumers.

Based on Table 4, it can be seen that the original sample estimated value of the city's image is 0.320 with a t-statistic value of 4.417 which is greater than the t-table value of 1.962. The original sample estimate value is positive indicating that the city image has a positive influence and the t-statistic value shows a significant influence with a P Value of 0.000 (with a significance P value of $0.000 < 0.05$) on customer satisfaction in Bukittinggi city tourism, West Sumatra. Based on the results of the regression, it can be concluded that H_2 is accepted. Based on the results of testing the second hypothesis, it can be concluded that the city image variable has a positive and significant influence on customer satisfaction. This is in accordance with Anholt's (2007) statement which states that the image of a city has an influence on people inside and outside the city who have assumptions about the state of the city, how they behave towards the state of the city, and the way they respond to everything that happens. in the city (Salampessy, 2015:4).

Based on Table 4, the original sample estimated value for promotion is 0.510 with a t-statistic value of 7.908 which is greater than the t-table value of 1.962. A positive original sample estimate value indicates that promotion has a positive influence and the t-statistical value shows a significant influence with a P Value of 0.000 (with a significance P value of $0.000 < 0.05$) on customer satisfaction in Bukittinggi city tourism, West Sumatra. Based on the results of the regression, it can be concluded that H_3 is accepted. Based on the results of testing the third hypothesis, it can be concluded that the promotion variable has a positive and significant influence on customer satisfaction. This is consistent with the research of Fifi

and Anindhyta (2020), showing that promotion has a positive influence on customer satisfaction.

Based on Table 4, the original sample estimated value for food quality is 0.027 with a t-statistic value of 0.318 which is smaller than the t-table value of 1.962. The positive original sample estimate value indicates that food quality has a positive influence and the t-statistical value shows an insignificant influence with a P Value of 0.750 (with a significance P value of $0.000 < 0.05$) on revisit to Bukittinggi city tourism, West Sumatra. Based on the regression results, it can be concluded that H_4 is rejected. Based on the results of testing the fourth hypothesis, it can be concluded that the food quality variable has a positive but not significant influence on repeat visits. In this study, food quality did not show a significant influence on repeat visits, this may be due to repeat visits made by visitors to Bukittinggi City Tourism, West Sumatra, not because they want to enjoy culinary delights, but it could be because there are other purposes such as watching music and dance entertainment, photo tours, and so on.

Based on Table 4, it can be seen that the original sample estimated value of the city image is 0.149 with a t-statistic value of 1.336 which is smaller than the t-table value of 1.962. The positive original sample estimate value indicates that the city image has a positive influence and the t-statistical value shows an insignificant influence with a P Value of 0.182 (with a significance P value of $0.000 < 0.05$) on revisit to Bukittinggi city tourism, West Sumatra. Based on the results of the regression, it can be concluded that H_5 is rejected. Based on the results of testing the fifth hypothesis, it can be concluded that the city image variable has a positive but not significant influence on revisit. In contrast to the research conducted by Haris Salampessy (2015) which proved that the city image variable had a significant influence on customer loyalty, in the city image research, Bukittinggi City Tourism did not significantly affect revisit.

Based on Table 4, it can be seen that the original sample estimated value of promotion is 0.299 with a t-statistic value of 2.947 which is greater than the t-table value of 1.962. A positive original sample estimate value indicates that promotion has a positive influence and the t-statistic value shows a significant influence with a P Value of 0.003 (with a significance P value of $0.000 < 0.05$) on revisit to Bukittinggi city tourism, West Sumatra. Based on the regression results, it can be concluded that H_6 is accepted. Based on the results of testing the sixth hypothesis, it can be concluded that the promotion variable has a positive and significant influence on revisit. Interesting and communicative promotions will be well received by visitors to Bukittinggi City Tour, West Sumatra.

Based on Table 4, the original sample estimated value of customer satisfaction is 0.340 with a t-statistic value of 3.980 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that customer satisfaction has a positive influence and the t-statistic value shows a significant influence with a P Value of 0.000 (with a significance P value of $0.000 < 0.05$) on revisit to Bukittinggi city tourism, West Sumatra. Based on the results of the regression, it can be concluded that H_7 is accepted. Based on the results of testing the fifth hypothesis, it can be concluded that the customer satisfaction variable has a positive and significant influence on revisit. This is in line with research conducted by Mujihestia, Troena & Hussein (2018) which shows that visitor satisfaction directly affects the intention to revisit.

CONCLUSION

Based on the analysis, result and discussion, it can be concluded that: City Image and Promotion have a positive significant influence on Customer Satisfaction, meanwhile Food Quality has insignificant influence on Customer Satisfaction. On the other side, Food Quality and City Image have insignificant influence on Revisit, meanwhile Promotion and Promotion have a positive significant influence on Revisit of Bukittinggi City Tour, West Sumatra. This study also has research limitations, where the sample used is only the Bukittinggi City Tour area at West Sumatra. For future research, researchers can expand the sample outside Bukittinggi City Tour, so that the reach is wider and can see perceptions from other areas. Also for future research can see the intention to visit more broadly, for researchers who are interested in conducting similar research are expected to observe and explore further about the problems that exist in Bukittinggi City Tour and other objects in general by adding other variables. Besides that, it is also recommended to use other moderator variables besides Food Quality, City Image, Promotion, and Customer Satisfaction. Conclusions explain the findings of the study that are relevant to the research question and research objectives without using statistical data. The conclusion section includes the implications of further research and research.

BIBLIOGRAPHY

- Aderele, F. G., Akpan, F. U., & Ekeke, J. N. (2020). EFFECT OF DINING EXPERIENCE ON REVISIT INTENTION TO EXCLUSIVE BARS: MEDIATING ROLE OF CUSTOMER SATISFACTION. *Transatlantic Journal of Multidisciplinary Research*, 2(3), 40-60.
- Almaqosid, A. (2019). *Pengaruh Program City Branding melalui Aplikasi Wis Semar terhadap Pertumbuhan Wisatawan dan Pengetahuan Sejarah Wisatawan di Kota Semarang*. Universitas Negeri Semarang.
- Anggraini, F., & Budiarti, A. (2020). *Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek*. *Jurnal Pendidikan Ekonomi (JUPE)*, 8(3), 86-94. <https://doi.org/10.26740/jupe.v8n3.p86-94>
- Anholt, Simon. (2007). *Competitive Identity: The New Brand Management for Nations. Cities and Regions*. USA:Palgrave Macmillan.
- Badan Pusat Statistik Provinsi Sumatera Barat. (2019). *Jumlah Kunjungan Wisatawan Mancanegara ke Sumatera Barat Periode 2015-2019*. Diakses pada April 2021, dari www.sumbar.bps.go.id.
- Bawole, Arthur Julio, Bode Lumanaw & Rudy S. Wenas. (2021). *Pengaruh City Branding dan City Image terhadap Keputusan Berkunjung Wisatawan di Kota Manado*. *Jurnal Emba*. Vol. 9 No. 2. 579-588.
- Cibro, Yenny Erica Br. & Herry Hudrasyah. (2017). *Factors that Influence Customer's Intention to Revisit Café: Case Study of Siete Café in Bandung*. *Journal of Business and Management*. Vo. 6, No. 2, 284-300.
- Fahmi, M. (2018). *PENGARUH KUALITAS PRODUK, CITRA MEREK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN MINYAK GORENG*

- BIMOLI (Studi Pada Ibu Rumah Tangga Sambirejo RT 06 RW 01 Kelurahan Prenggan Yogyakarta)* (Doctoral dissertation, Universitas Pembangunan Nasional" Veteran" Yogyakarta).
- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2020). Peran brand image dalam memediasi pengaruh social media marketing terhadap repeat purchase pada fast-food restaurant di kota medan. *Jurnal Samudra Ekonomi dan Bisnis*, 11(1), 53-68.
- Fauzan, Rahman. (Maret, 10, 2021). *Memasuki Low Season, Industri Hotel dan Restoran Tak Berharap Banyak*. Diakses pada April 2021 dari <https://ekonomi.bisnis.com/read/20210310/12/1366236/memasukilow-season-industri-hotel-dan-restoran-tak-berharap-banyak>.
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas. Diponegoro.
- Gaman. P.M., Sharrington, K.B. (1994). *Ilmu Pangan Pengantar Ilmu Pangan, Nutrisi, dan Mikrobiologi*. Yogyakarta: UniversitasGajahMada,Yogakarta.
- Hendarsono, Gersom dan Sugiono Sugiharto. (2013). *Analisa Pengaruh Experiential Marketing Terhadap Minat Beli Ulang Konsumen Cafe Buntos 99 Sidoarjo*. *Jurnal Manajemen Pemasaran* Vol. 1 No. 2 Hal. 1-8, 2013.
- Isnaini dan Abdillah. (2018). *Pengaruh Citra Merek Destinasi Terhadap Keputusan Berkunjung Dan Kepuasan Pengunjung Serta Dampaknya Pada Minat Kunjung Ulang*. *JMI*. Vol 9 (1) (2018): 1 – 13
- Kawatu, V. S., Mandey, S. L., & Lintong, D. C. A. (2020). PENGARUH DAYA TARIK WISATA TERHADAP NIAT KUNJUNGAN ULANG DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING PADA TEMPAT WISATA BUKIT KASIH KANONANG. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 8(3).
- Kotler, Philip & Kevin Lane Keller. (2012). *Marketing Management* 14th ed. New Jersey: Pearson Education.
- Kotler, Philip. (2009). *Manajemen Pemasaran 1* . Edisi Ketigabelas. Jakarta: Penerbit Prenhallindo.
- Kuncoro, Mudrajad. (2013). *Metode Riset untuk Bisnis dan Ekonomi*. Edisi 4. Jakarta: Erlangga.
- Kusumawardani, Amanda. (Maret, 22,2021). *Sandiaga Incar Kenaikan Kontribusi Parekraf hingga 12 Persen dari PDB*. Diakses pada April 2021, dari <https://ekonomi.bisnis.com/read/20210322/12/1370673/sandiaga-incar-kenaikan-kontribusi-parekraf-hingga-12-persen-dari-pdb>.
- Margaretha S. & Edwin Japarianto (2012). *Analisa Pengaruh Food Quality & Brand Image terhadap Keputusan Pembeli Roti Kecil Toko Roti Ganep's di Kota Solo*. *Jurnal Manajemen Pemasaran*.
- Mujihestia, T. I., Troena, E. A., & Hussein, A. S. (2018). THE ROLE OF CITY IMAGE AND VISITORS'SATISFACTION ON VISITORS'REVISIT INTENTION: A STUDY IN AN ENCLAVE CITY. *Jurnal Aplikasi Manajemen*, 16(2), 309-320.
- Poerwanto dan Zakaria L. Sukirno. (2014). *Komunikasi Bisnis Perspektif Konseptual dan Kultural*. Yogyakarta: Pustaka Pelajar.

- Salampessy, Haris. (2015). Pengaruh City Branding terhadap City Image dan Customer Satisfaction serta Customer Loyalty di Kota Ambon. Jember: Universitas Jember.
- Sharif, O. O., Firman, A. F. N., & Dewi, C. K. (2015). Analisis Positioning Restoran Cepat Saji. *Jurnal Manajemen Indonesia*, 15(3), 215-224.
- Som, Ahmad Puad Mat dkk. (2012). *Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia*. *International Journal of Marketing Studies*, 4(4). hlm. 39-50.
- Wimaladevi, P. K., & Setyawati, C. Y. (2018). CONFIRMATORY FACTOR ANALYSIS OF CUSTOMER REVISIT INTENTION AT CAFES IN X CITY. *Jurnal Entrepreneur dan Entrepreneurship*, 7(2), 55-62.
- Wulanjani, H., & Derriawan, D. (2017). Dampak utilitarian value dan experiential marketing terhadap customer satisfaction dan revisit intention. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 2(2), 121-130.
- Yanuar, H., (12 Januari 2017). *Pariwisata Jadi Penyumbang Devisa Terbesar Indonesia Tahun 2020*. Diakses pada April 2021, dari <https://www.liputan6.com/lifestyle/read/2824692/pariwisata-jadi-penyumbang-devisa-terbesar-indonesia-tahun-2020?source=search>.