

The Influence of the 'Makassar Kota Makan Enak' City Branding on City Image and Tourists' Visiting Decisions to Makassar City

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ABSTRACT

Purpose - Makassar City possesses diverse tourism potential, including natural, cultural, artificial, and culinary attractions. To strengthen its tourism competitiveness, the Makassar City Government introduced the city branding slogan "Makassar Kota Makan Enak" (Makassar: The City of Delicious Food) in 2023. This study aims to examine the effect of city branding on city image and tourists' visit decisions to Makassar City. The topic is important because an effective city branding strategy can shape positive perceptions of a destination and encourage tourist visits.

Design/methodology/approach - This study employed a quantitative research approach. Data were collected through questionnaires distributed to tourists originating from outside Makassar City. The collected data were analyzed using SPSS version 31 to examine the relationships among City Branding, City Image, and Visit Decision variables.

Finding/Results - The results indicate that City Branding has a significant positive effect on City Image. Furthermore, City Branding significantly influences tourists' Visit Decisions, while City Image also has a significant positive effect on Visit Decisions. These findings suggest that the branding initiative successfully enhances tourists' perceptions of Makassar and contributes to their decision-making process when choosing the city as a travel destination.

Originality/Value - This study provides empirical evidence regarding the role of city branding in influencing tourist behavior through the formation of a positive city image. The findings imply that "Makassar Kota Makan Enak" is an effective branding strategy that not only strengthens the city's image but also increases tourists' intention and decision to visit Makassar City. The main contribution of this research is demonstrating that city image serves as an important mechanism through which city branding affects tourists' visit decisions.

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1. Introduction

The development of tourism in the era of globalization encourages every region in Indonesia to improve its competitiveness through the management of its tourism potential. Tourism development is no longer focused solely on natural attractions, but also on culture, culinary diversity, and local wisdom as destination identities. One of the strategies widely implemented by local governments to strengthen regional identity and increase tourism attractiveness is city branding. This strategy is considered capable of building a city's image and creating a distinctive impression for tourists toward a destination.

City branding is a city marketing effort through slogans, symbols, and visual communication that reflect the characteristics and advantages of a region. The implementation of city branding functions not only as a promotional medium but also as an important factor in shaping the city image in tourists' perceptions. A positive city image can influence tourists' perceptions and become a factor that encourages their decision to visit a destination. Therefore, city branding and city image have a close relationship in enhancing a city's tourism attractiveness. Makassar City, as one of the metropolitan cities in Indonesia, has diverse tourism potential, particularly in the culinary tourism sector. In 2023, the Government of Makassar officially introduced the city branding "Makassar Kota Makan Enak" as an effort to strengthen the city's identity as a culinary tourism destination. This branding aims to promote Makassar's distinctive culinary richness, improve the city image, and support local economic growth through the empowerment of culinary Micro, Small, and Medium Enterprises (MSMEs). Through this branding, Makassar City is expected to attract more domestic and international tourists.

The increasing number of tourist visits to Makassar City from 2022 to 2024 indicates positive growth in the tourism sector. However, this increase needs to be further examined to determine the extent to which the city branding "Makassar Kota Makan Enak" influences city image and tourists' visiting decisions. The success of city branding is not only measured by the popularity of its slogan, but also by its ability to build a positive city image and influence tourists' decisions to visit the city.

Based on these conditions, several issues need to be examined in this study, namely whether the city branding "Makassar Kota Makan Enak" influences city image, whether the city branding affects tourists' visiting decisions, and whether city image influences tourists' visiting decisions to Makassar City. Therefore, this study aims to analyze the influence of city branding on city image and tourists' visiting decisions, so that it can serve as a reference for the government and tourism stakeholders in formulating more effective destination marketing strategies.

2. Literature Review & Hypothesis Development

City branding is a city marketing strategy used to build the identity and characteristics of a region so that it can be easily recognized and become attractive to tourists. According to Kavaratzis (2008), city branding is an effort to introduce the potential and uniqueness of a city in order to create a positive image and improve regional competitiveness. The implementation of city branding functions not only as a promotional medium but also as a strategy to shape tourists' perceptions of a city.

According to Anholt in Sodede & Alifahmi (2023), the success of city branding can be measured through several indicators, namely presence, potential, place, people, pulse, and prerequisite. Through these indicators, city branding can create a strong city identity that is capable of attracting tourists to visit.

City image refers to the impressions, perceptions, and beliefs formed in people's minds about a city. Kotler (2002) in Azis & Nash (2020) explains that city image is formed through experiences,

information, and the characteristics possessed by a region. A positive city image can increase destination attractiveness and influence tourists' interest in visiting.

According to Boulding (2008) in Indriani & Kuswoyo (2017), city image consists of several components, namely cognitive, affective, evaluative, and behavioral components. These components describe how tourists assess and perceive a city, which can ultimately influence their decisions in choosing a tourist destination.

Visiting decision is the process by which individuals decide to visit a tourist destination. This decision is influenced by various factors such as location, facilities, destination image, price, and service quality. Kotler and Keller (2009) explain that visiting decision is related to the consumer decision-making process, starting from problem recognition to post-visit behavior.

Hypotheses

Hypotheses are temporary answers to research problems based on theoretical foundations and previous studies (Sugiyono, 2017). Based on the relationship between variables, theoretical framework, and research problems in this study, the hypotheses are formulated as follows:

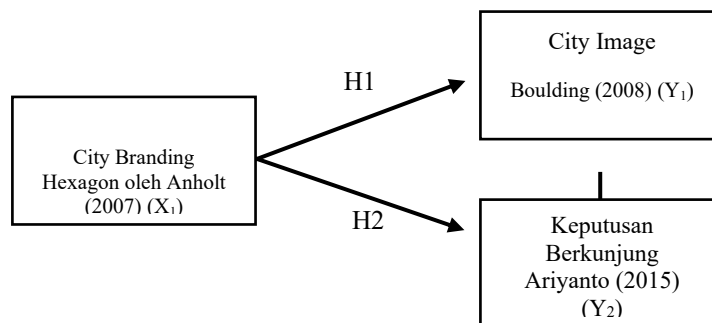
- **H1:** City Branding has a significant influence on City Image.
- **H2:** City Branding has a significant influence on Visiting Decision.
- **H3:** City Image has a significant influence on Visiting Decision.

3. Methodology

This study uses a descriptive quantitative method with path analysis techniques to determine the causal relationships among the research variables. Path analysis is used to examine the influence of city branding on city image and tourists' visiting decisions. The stages of path analysis in this study include identifying the variables, where city branding acts as the independent variable, city image as the intervening variable, and visiting decision as the dependent variable. Furthermore, a research model was developed to illustrate the relationships among variables based on the proposed hypotheses.

The research data were collected through questionnaires distributed to respondents who met the research criteria. After the data were collected, the analysis was conducted using SPSS software to determine both direct and indirect effects among the variables. The final stage involved evaluating the model through hypothesis testing using path coefficients and the coefficient of determination (R^2). The results of the analysis were then presented in tables and descriptive explanations to clarify the relationships among the research variables.

Figure 1. Research Design



3.1 Population

Population refers to a generalization area consisting of objects or subjects with specific characteristics determined by the researcher to be studied and concluded (Sugiyono, 2016). The population in this study consists of tourists from outside Makassar City who visit Makassar City.

3.2 Sample

A sample is a part of the population with certain characteristics representing the population. This study uses purposive sampling by distributing questionnaires to respondents who have visited Makassar City, and accidental sampling by selecting tourists who coincidentally met the researcher and matched the research criteria. The criteria include tourists who come from outside Makassar City.

Since the exact population size is unknown, this study uses the Cochran formula (Sugiyono, 2017) to determine the sample size.

Description:

- n = Number of samples
- z = z-score at 95% confidence level = 1.96
- p = Probability of success = 0.5
- q = Probability of failure = 0.5
- e = Sampling error tolerance = 10%

$$\begin{aligned} N &= \frac{Z^2 pq}{e^2} \\ &= \frac{(1.96)^2 (0,5) (0,5)}{(0,10)^2} \\ &= \frac{3,8416 (0,25)}{0,01} \\ &= \frac{0,9604}{0,01} \\ &= 96,4 = 96 \text{ responden} \end{aligned}$$

3.3 Validity Test

The validity test was conducted to measure whether the questionnaire items were valid in measuring the research variables. The data were tested using SPSS Version 31 for Windows with the Product Moment/Pearson Correlation test. According to Sugiyono (2017), questionnaire items are considered valid if the correlation coefficient is greater than 0.361.

Table 1. Validity Test

Variable	Item	Correlation Coefficient	Description
City Branding	X.1	0.704	Valid
	X.2	0.823	Valid
	X.3	0.722	Valid
	X.4	0.532	Valid
	X.5	0.708	Valid
	X.6	0.475	Valid
	X.7	0.564	Valid
	X.8	0.504	Valid
	X.9	0.599	Valid
	X.10	0.742	Valid
	X.11	0.642	Valid
	X.12	0.569	Valid

City Image	Y1.13	0.595	Valid
	Y1.14	0.619	Valid
	Y1.15	0.587	Valid
	Y1.16	0.699	Valid
	Y1.17	0.838	Valid
	Y1.18	0.779	Valid
	Y1.19	0.714	Valid
	Y1.20	0.800	Valid
	Y1.21	0.578	Valid
Visiting Decision	Y2.22	0.596	Valid
	Y2.23	0.766	Valid
	Y2.24	0.733	Valid
	Y2.25	0.682	Valid

3.4 Reliability Test

The reliability test was conducted to determine the consistency of the research instrument in measuring the variables. The data were tested using SPSS Version 31 for Windows. According to Sujarweni (2008) in Purwanto (2018), an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60.

The reliability test was conducted on the first 30 respondents who completed the questionnaire. The results showed that all variables had Cronbach's Alpha values above 0.60, indicating that the research instrument was reliable and suitable for use in this study.

Table 2. Instrument Reliability Test

Variable	Cronbach's Alpha	Description
City Branding	0.866	Reliable
City Image	0.875	Reliable
Visiting Decision	0.779	Reliable

4. Result and Discussion

4.1 Respondent Characteristics

The following table presents the respondent characteristics based on age distribution in this study. Based on the table, respondents aged 16–25 years dominated the study with 52 respondents (52%). Respondents aged 26–35 years accounted for 34 respondents (34%), followed by respondents aged 36–45 years with 8 respondents (8%), while respondents aged 46 years and above accounted for 6 respondents (6%). These results indicate that most respondents in this study were young adults aged 16–25 years.

Table 3. Respondent Characteristics Based on Age

Age	Frequency (People)	Percentage (%)
16–25 Years	52	52%
26–35 Years	34	34%
36–45 Years	8	8%
46–55 Years	3	3%
>56 Years	3	3%

Total	100 People	100%
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Based on the table above, most respondents in this study were aged 16–25 years. Respondents aged 26–35 years were the second largest group in this study. Meanwhile, respondents aged 46 years and above represented the smallest percentage of respondents.

Table 4. Respondent Characteristics Based on Region of Origin

Region of Origin	Frequency (People)	Percentage (%)
Maluku	4	4%
Baubau	1	1%
East Nusa Tenggara (NTT)	7	7%
East Java	2	2%
Madiun	1	1%
Central Kalimantan	3	3%
East Luwu	2	2%
Merauke	4	4%
Maros	6	6%
Pinrang	3	3%
Riau	1	1%
Medan	3	3%
Jeneponto	2	2%
Central Java	3	3%
Sorong, Southwest Papua	6	6%
Selayar	2	2%
Gowa	2	2%
Jayapura	2	2%
Pangkep	8	8%
Magetan	1	1%
East Kalimantan	8	8%
Solo	1	1%
Semarang	1	1%
Barru	1	1%
West Nusa Tenggara (NTB)	1	1%
Doom	1	1%
Jakarta	2	2%
Bogor	1	1%
Bekasi City	1	1%
Ternate	2	2%
Batam	1	1%
Banjarmasin	1	1%
Manado	1	1%
Central Sulawesi	1	1%

Bulukumba	1	1%
Southeast Sulawesi	7	7%
West Sulawesi	1	1%
Pangkalpinang	1	1%
Yogyakarta	1	1%
Parepare	1	1%
Manokwari	1	1%
Terengganu, Malaysia	1	1%
Total	100	100%

Based on the table above, respondents in this study came from various regions in Indonesia and abroad. The largest number of respondents came from Pangkep and East Kalimantan, each contributing 8% of the total respondents, followed by East Nusa Tenggara (NTT) and Southeast Sulawesi with 7%. These results indicate that Makassar attracts tourists from diverse regional backgrounds.

Table 5. Respondent Characteristics Based on Occupation

Occupation	Frequency (People)	Percentage (%)
Student	23	23%
Private Employee	22	22%
Civil Servant	11	11%
Entrepreneur	11	11%
Teacher/Lecturer	7	7%
Others	26	26%
Total	100	100%

Based on the table of respondent characteristics by occupation above, students accounted for 23 respondents (23%) and private employees accounted for 22 respondents (22%). This was followed by civil servants and entrepreneurs, each with 11 respondents (11%). Teachers and lecturers accounted for 7 respondents (7%), while respondents with various other occupations accounted for 26 respondents (26%).

4.2 Operational Variable Description

The operational variable description explains the respondents' responses to each variable used in this study. Each variable is supported by indicators that were developed into research instruments in the form of questionnaires containing statements or questions. The variables in this study consist of City Branding, City Image, and Visiting Decision. The description explains the average score of each indicator using the assessment criteria adapted from Sugiyono (2017) based on the following formula: The description explains the average score of each indicator using the assessment criteria adapted from Sugiyono (2017) based on the following formula:

$$\text{Score Range} = \frac{(\text{Maximum Score} - \text{Minimum Score})}{\text{Number of Categories}}$$

$$\text{Score Range} = \frac{5 - 1}{5} = 0,80$$

Based on the score range above, the average score categories are as follows:

Table 6. Average Score Categories

Score Range	Category
1.00 – 1.80	Very Poor
1.81 – 2.60	Poor
2.61 – 3.40	Fair
3.41 – 4.20	Good
4.21 – 5.00	Very Good

4.3 City Branding Variable

The City Branding variable consists of six indicators: Presence, Potential, Place, People, Pulse, and Prerequisite. Based on respondents' answers to the City Branding variable, the results are presented in the following table:

Table 7. Responses to the City Branding Variable

Indicator	Item	SA	A	N	D	SD	Mean
Presence	X.1	41	50	9	0	0	4.32
	X.2	46	47	7	0	0	4.39
Potential	X.3	46	48	5	1	0	4.39
	X.4	47	48	5	0	0	4.42
Place	X.5	34	44	18	4	0	4.08
	X.6	20	39	28	11	2	3.64
People	X.7	30	43	25	2	0	4.01
	X.8	27	37	34	1	1	3.88
Pulse	X.9	54	43	3	0	0	4.51
	X.10	46	49	4	1	0	4.40
Prerequisite	X.11	53	44	3	0	0	4.50
	X.12	37	51	7	3	2	4.18
Total Mean							4.23

Description:

SA : Strongly Agree

A : Agree

N : Neutral

D : Disagree

SD : Strongly Disagree

X.1 : Makassar is a tourist destination city.

X.2 : Tourists gain cultural knowledge about Makassar's culinary traditions while visiting the city.

X.3 : Makassar is a culinary tourism destination.

X.4 : Makassar is suitable for developing culinary businesses.

X.5 : Makassar has an attractive city layout.

X.6 : Makassar has a well-maintained environment.

X.7 : The people of Makassar are friendly.

X.8 : Tourists feel safe while visiting Makassar.

X.9 : Makassar offers a variety of unique local culinary attractions.

X.10 : Tourists gain new experiences related to the quality of Makassar's culinary products.

X.11 : Makassar has many culinary tourism destinations.

X.12 : Makassar provides accessible public facilities.

Based on Table 6, the respondents' responses to the City Branding variable (X) show an overall mean score of 4.23, which indicates that the average response to all items in the City Branding variable falls into the "very good" category. This result shows that the indicators of the "Makassar Kota Makan Enak" city branding are well managed. The Presence indicator reflects Makassar as a tourist destination and a place to learn about culinary culture. The Potential indicator shows Makassar's opportunities as a culinary tourism destination and business center. The Place indicator relates to the city layout and environmental condition. The People indicator reflects the friendliness of local residents and the safety of the city. The Pulse indicator shows that Makassar's culinary diversity is attractive and provides new experiences for tourists. Meanwhile, the Prerequisite indicator shows that Makassar has many culinary tourism destinations and adequate public facilities.

4.4 City Image Variable

The City Image variable consists of four indicators: Cognitive, Affective, Evaluative, and Behavioral. Based on respondents' answers to the City Image variable, the results are presented in the following table:

Table 8. Responses to the City Image Variable

Indicator	Item	SA	A	N	D	SD	Mean
Cognitive	Y1.13	47	47	5	1	0	4.40
	Y1.14	34	52	14	0	0	4.20
Affective	Y1.15	37	50	13	0	0	4.24
	Y1.16	44	48	6	2	0	4.34
Evaluative	Y1.17	34	57	8	1	0	4.24
	Y1.18	34	50	16	0	0	4.18
	Y1.19	36	50	14	0	0	4.22
Behavioral	Y1.20	42	52	6	0	0	4.36
	Y1.21	28	38	31	2	1	3.90
Total Mean							4.23

Description:

SA : Strongly Agree

A : Agree

N : Neutral

D : Disagree

SD : Strongly Disagree

Y1 : City Image

Y1.13 : When hearing about Makassar, tourists remember its local culinary specialties.

Y1.14 : The branding “Makassar Kota Makan Enak” reflects Makassar City.

Y1.15 : Makassar is a comfortable city to visit.

Y1.16 : Makassar with the branding “Makassar Kota Makan Enak” is a city with diverse culinary attractions.

Y1.17 : After visiting, Makassar with the branding “Makassar Kota Makan Enak” meets tourists’ expectations regarding its culinary experiences.

Y1.18 : Makassar fulfills tourists’ needs during their trip.

Y1.19 : After visiting, tourists intend to revisit Makassar City.

Y1.20 : Makassar is an attractive city for culinary tourism.

Y1.21 : Makassar is a good city to live in

Based on Table 7, the respondents’ responses to the City Image variable (Y1) show an overall mean score of 4.23, which indicates that the average response to all items in the City Image variable falls into the “very good” category. This result proves that the City Image formed through the management of the City Branding creates a positive perception of Makassar City. The indicators of the City Image variable reflect tourists’ perceptions of the city, including their knowledge about Makassar, their opinions of the city, their evaluations after visiting, and their impressions after the visit.

4.5 Visiting Decision Variable

Table 9. Visiting Decision

Indicator	Item	SA	A	N	D	SD	Mean
Visiting Decision	Y2.22	30	41	26	2	1	3.97
	Y2.23	36	52	12	0	0	4.24
	Y2.24	34	52	14	0	0	4.20
	Y2.25	32	46	19	2	1	4.06
Total Mean							4.12

Description:

SA : Strongly Agree

A : Agree

N : Neutral

D : Disagree

SD : Strongly Disagree

Y2.22 : Tourists decide to visit Makassar because of affordable travel costs.

Y2.23 : Tourists decide to visit Makassar because the city is famous for its culinary diversity.

Y2.24 : Tourists decide to visit Makassar because the city has many tourist attractions.

Y2.25 : Makassar has adequate facilities and infrastructure to support tourism activities.

Based on respondents’ answers, item Y2.22 obtained a mean score of 3.97, which is categorized as good. This indicates that tourists visit Makassar because of affordable travel costs, supported by the availability of restaurants, cafés, and culinary places with various price ranges. Item Y2.23 obtained a mean score of 4.24, which is categorized as very good. This shows that tourists decide to visit Makassar because the city is well known for its culinary

diversity. This result is supported by the city branding promotion through social media content that helps create a positive image of Makassar.

Furthermore, item Y2.24 obtained a mean score of 4.20, which is categorized as very good. This indicates that tourists visit Makassar because the city offers many tourist attractions, such as natural tourism, cultural tourism, artificial tourism, and culinary tourism. Lastly, item Y2.25 obtained a mean score of 4.06, which is categorized as good. This result shows that Makassar has adequate tourism facilities and infrastructure, including hotels, restaurants, culinary centers, and other supporting tourism facilities.

4.6 Path Coefficient Testing of City Branding (X) on City Image (Y1) (Model I)

Table 10. Coefficient of Determination Test Results (R Square) Model I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866a	.749	.747	2.326

Predictors: (Constant), City Branding

Table 11. Path Coefficient Test Results (Standardized Coefficients Beta) Model I

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.718	2.138		.803	.424
City Branding	.717	.042	.866	17.106	<.001

Dependent Variable: City Image

The results in the tables above show the path analysis testing for the following hypothesis:

H1: City Branding (X) has a significant effect on City Image (Y1).

Based on Table 10, the partial test results indicate that the City Branding variable (X) has a significant effect on City Image (Y1). This is proven by the Beta coefficient value of 0.866, with a t-value of 17.106 and a significance value of <0.001, which is smaller than 0.05. Therefore, H1 is accepted and H0 is rejected, meaning that City Branding has a significant influence on City Image.

4.7 Path Coefficient Testing of City Branding (X) on Visiting Decision (Y2) (Model II)

Table 12. Coefficient of Determination Test Results (R Square) Model II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775a	.601	.597	1.497

Predictors: (Constant), City Branding

Table 13. Path Coefficient Test Results (Standardized Coefficients Beta) Model II

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	-.164	1.376		-.119	.905
City Branding	.328	.027	.775	12.158	<.001

Dependent Variable: Visiting Decision

The results in the tables above show the path analysis testing for the following hypothesis:

H2: City Branding (X) has a significant effect on Visiting Decision (Y2).

Based on Table 12, the partial test results show that the City Branding variable (X) has a significant effect on Visiting Decision (Y2). This is proven by the Beta coefficient value of 0.775, with a t-value of 12.158 and a significance value of <0.001, which is smaller than 0.05. Therefore, H2 is accepted and H0 is rejected, meaning that City Branding has a significant influence on Visiting Decision.

4.8 Path Coefficient Testing of City Image (Y1) on Visiting Decision (Y2)

Table 14. Coefficient of Determination Test Results (R Square) of City Image on Visiting

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818a	.669	.665	1.365

Decision Predictors: (Constant), City Image

Table 15. Path Coefficient Test Results (Standardized Coefficients Beta)

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	.573	1.139		.503	.616
City Image	.417	.030	.818	14.059	< .001

Dependent Variable: Visiting Decision

The results in the tables above show the path analysis testing for the following hypothesis:

H3: City Image (Y1) has a significant effect on Visiting Decision (Y2).

Based on Table 14, the partial test results show that the City Image variable (Y1) has a significant effect on Visiting Decision (Y2). This is proven by the Beta coefficient value of 0.818, with a t-value of 14.059 and a significance value of <0.001, which is smaller than 0.05. Therefore, H3 is accepted and H0 is rejected, meaning that City Image has a significant influence on Visiting Decision.

4.10 Indirect Effect

Path analysis is used to identify both direct and indirect effects between variables. In this study, the indirect effect was calculated by multiplying the standardized beta coefficients between City Branding and City Image, and between City Image and Visiting Decision.

Indirect Effect = (PX–Y1) × (PY1–Y2)

$$= 0.866 \times 0.775$$

$$= 0.671$$

The result shows that the indirect effect of City Branding on Visiting Decision through City Image is 0.671. This indicates that City Image plays an important role in strengthening the influence of City Branding on tourists' visiting decisions.

4.11 Model Accuracy

Model accuracy was measured using the coefficient of determination (R^2) from both research models. Model I produced an R^2 value of 0.749, while Model II produced an R^2 value of 0.601.

$$R^2 \text{ Model} = 1 - (1 - R^2 \text{ I}) (1 - R^2 \text{ II})$$

$$= 1 - (1 - 0.749) (1 - 0.601)$$

$$= 1 - (0.251 \times 0.399)$$

$$= 1 - 0.084$$

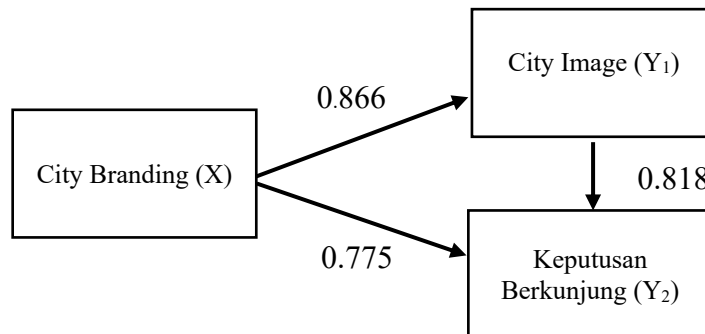
$$= 0.916 \text{ or } 91.6\%$$

The result indicates that the research model explains 91.6% of the relationship among the variables, while the remaining 8.4% is influenced by other variables outside this study.

4.12 Relationship Between Paths

Based on the path analysis results, City Branding has a positive and significant effect on City Image with a coefficient value of 0.866. City Branding also has a positive and significant effect on Visiting Decision with a coefficient value of 0.775. In addition, City Image has a positive and significant effect on Visiting Decision with a coefficient value of 0.818.

Figure 2. Model of the Effect Calculation Results



5. Conclusion and Suggestion

5.1 Conclusion

This study used a quantitative method to examine the influence of the “Makassar Kota Makan Enak” city branding on city image and tourists’ visiting decisions in Makassar City. Based on the research results and hypothesis testing, the conclusions are as follows:

5.1.1 The Influence of City Branding on City Image

The results show that City Branding has a significant influence on City Image. The “Makassar Kota Makan Enak” branding successfully creates a positive image of Makassar as a culinary tourism destination. Tourists perceive Makassar as a city with diverse traditional foods, attractive culinary experiences, and many culinary tourism places such as restaurants, cafés, and local culinary businesses.

5.1.2 The Influence of City Branding on Visiting Decision

The study also found that City Branding has a significant influence on tourists’ visiting decisions. The branding strategy helps introduce Makassar as a tourism city with unique culinary attractions and many tourist destinations. As a result, tourists are interested in visiting Makassar because of its culinary diversity and tourism attractions.

5.1.3 The Influence of City Image on Visiting Decision

The results indicate that City Image has a significant influence on Visiting Decision. Tourists associate Makassar with its famous local food and culinary tourism experiences. The positive city image formed through digital promotion and social media marketing encourages tourists

to visit Makassar. Therefore, the city image of “Makassar Kota Makan Enak” plays an important role in influencing tourists’ decisions to visit the city.

5.2 Suggestion

Based on the research results and discussion, several suggestions can be provided for the management of Makassar’s city branding:

1. The government should pay more attention to environmental cleanliness and the condition of tourist attractions in Makassar. This is important because a clean and comfortable environment can strengthen the city image formed through the “Makassar Kota Makan Enak” branding.
2. The government is also expected to improve its marketing strategy by maximizing the use of social media platforms such as TikTok, Instagram Reels, and YouTube Shorts to promote Makassar’s culinary tourism. Digital promotion has proven effective in attracting tourists and increasing public interest in visiting Makassar.

Reference

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