

The Role of City Branding Mediation in Building Domestic Tourists' Intention to Visit: Empirical Study Lawang Kuwari as City Branding Sekadau Regency

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Abstract

The purpose of this study is to examine the influence of natural attractions, cultural attractions, and social media promotion on domestic tourists' visit intentions through the mediating role of city branding. This study determines the Lawang Kuwari tourist attraction as city branding in Sekadau Regency, West Kalimantan, Indonesia. The survey was conducted by distributing questionnaires to 100 respondents. The sampling method used purposive sampling. The analysis tool used SEM-PLS. The results of this study indicate that of the seven hypotheses, 3 hypotheses show no significant results while four are significant, namely, H1: Natural Attraction has a significant effect on City Branding, H2: Cultural Attraction has a significant effect on City Branding, H3: Social Media Promotion has no significant effect to City Branding, H4: Natural Attraction has no significant effect to Visit Intention, H5: Cultural Attraction has no significant effect to Visit Intention, H6: Social Media Promotion has significant effect to Visit Intention, H7: City Branding has significant effect on Visit Intention.

Keywords natural attraction, cultural attraction, social media promotion, city branding, visit intention.

1. Introduction

Tourism is one of the important industrial sectors of a country to improve the country's economy. Tourism can also be a means in the development of socio-cultural and promote the nation's image abroad (Gertner & Kotler, 2004). Sekadau Regency cultural and tourism department is the implementing elements of the culture and tourism has carried out the internal affairs of the field of tourism. The department of culture and tourism is an effort to tourist attractions that are expected to increase the number of tourist visits, so that the cultural and tourism office can contribute to the regional indigenous income (PAD) under the targets set by the local government because it takes real steps in building mutual understanding and trust with various parties in introducing the potential of tourism and attracting tourists to visit. Therefore, in this study, the authors will focus on variables that play an important role in the influence of natural attraction, cultural attraction, and social media promotion as a factor of city branding to intention of visit (The UKessays, 2018). If we look into the background that has been said is the low number of tourist visits to Sekadau tourism destination especially Lawang Kuari even though the city identity of the Sekadau is the Lawang Kuari and is it true that the three variables from cultural, natural, and social media promotion from the Sekadau Regency affected the visit intention of tourist to the destination. Tourism development is a dynamic and sustainable

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process towards higher value distribution by making adjustments and corrections based on observations, implementation and evaluation, and previous plans' feedback (Cater et al., 2015). Law No. 10/2009 of article 11 of the Indonesia Government, together with institutions related to tourism, conducts research, and develops tourism to support tourism development. Tourism development is closely related to preserving personality values and the development of the nation's culture, using all the potential of beauty and natural wealth.

The potential of natural tourism can be divided into four areas: 1) Flora and fauna; 2) Uniqueness and peculiarities of ecosystems, such as coastal ecosystems and mangrove ecosystems; 3) Natural symptoms, such as craters, hot springs, waterfalls, caves, and lakes; and 4) Cultivation of natural resources, e.g., rice fields, plantations, farms, fishing businesses (Chang & Huang, 2005).

While cultural attraction meant what is the socio-cultural attraction that can be used and developed as a tourist attraction and attraction, including museums, historical relics, traditional ceremonies, performing arts and crafts? Natural and cultural attractiveness influences tourist visits to Sekadau Regency.

According to Cahyani & Yulianti (2015), several cities in Indonesia use the city branding strategy to introduce the potential of tourism and compete with other regions to introduce destinations in the city and advance tourism and increase their regional income. City branding as a new concept in regional development for strengthening competitiveness in the face of global and local competition and increasing revenues a city (Pilinkiene et al., 2013). City branding does not have to be in such areas as cities, districts, and provinces are economically advanced (Yananda & Salamah, 2014). The economic base does not impede these areas from utilizing branding in regional development. Because of the development that uses branding, reffering on the identity or character of the region. Lawang Kuari tourism in Sekadau is an image or city icon of the Sekadau Regency, both from natural attraction and cultural attraction in that tourism place.

Tourism marketing is a promotion of attractions that have different capabilities than other attractions in other cities to create an image for the object or the city on the traveler's mind (Ramadania et al., 2021). Furthermore, Lawang Kuari has the advantage of natural and cultural appeal that makes different from other tourist attractions in Sekadau Regency. It also has a story and is also an identity to people in Sekadau. Sekadau Regency cultural and tourism department is the implementing elements of the local government in culture and tourism and have carried out the internal affairs of the local government in tourism. The task of the department of culture and tourism is an effort to tourist attractions that are expected to increase the number of tourist visits, so that the cultural and tourism office can contribute to the PAD under the targets set by the local government because it takes real steps in building mutual understanding and trust with various parties in introducing the potential of tourism and attracting tourists to visit. Promotional activities that play an important role in increasing the number of visitors, the tourism and culture department of Sekadau should innovate. Prospective tourists have their charm. Promotional activities can be done using advertisers in various media, events, giving

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discounts, direct sales, and selling in person or face-to-face to potential visitors (Kotler & Keller, 2008; Kotler & Armstrong, 2016; Heng et al., 2020). With this promotional activity, the resulting tourist attractions can be introduced and offered to the wider community, both through media and directly to consumers. This promotion is done to attract the public's attention towards the Lawang Kuari tourist attraction, so that in the end, the community has the desire to return to the tourist attraction.

2. Literature Review

Attractions are anything that has a uniqueness, beauty, and value as natural diversity, cultural and human-made outcome target or destination tourist visits (Govers et al., 2007). Suchaina (2014) presents three classifications of tourist attraction. First, the tourist attraction of nature (Valentine, 1992). Second, cultural attractions. Third, tourist attraction artificial or target man (man-made attractions). Fourth, elements of natural attraction are the sea, beaches, mountains, lakes, rivers, flora, fauna, landscapes, and others cultural attractions are the tradition of customs, clothes of customs, ceremonies, cultural heritage, buildings and historical heritage, festivals, and cultural performances, handicrafts, and others, and human-made attraction results are facilities for sports, entertainment games, recreation parks, national parks, shopping, and souvenirs.

Tourist destinations' attraction is the intrinsic motivation for visitors to make tourist visits (Basiya & Rozak, 2012). The tourist destinations are grouped into four attractions as follows: (1) Natural attractions include natural land scenery, ocean views, beaches, climate, or weather. (2) Tourist attraction in building attraction includes buildings and historical architecture, buildings and modern architecture, and archaeology. (3) Managed visitor attractions include relics. (4) Cultural attractions include theatres, museums, places of worship, customs, religious venues, special events such as festivals and pageants, and heritage. (5) Social attractions such as the lifestyle of residents in tourist destinations.

Lang et al. (1997) expressed that nature-based tourists are more curious about nature, travel more frequently at longer distances, and remain longer at a destination. They are also well taught, with elevated levels of both person and household pay, and will spend more. Damanik (2013) defines cultural tourism as visits of people from outside destinations that are driven by an interest in historical objects or relics, art, science, and lifestyles owned by groups, communities, regions, or institutions. Cultural tourism may be an uncommon and elective shape of tourism, which takes place both in the countryside and within the urban zone (Soteriou & Coccossis, 2010; Stefanos & Nedelea, 2009). The people who select it are basically interested in the arts, traditional items, culture, customs, architecture, and social heritage, history, various places of culture, sports, gastronomy, religion, and others (Collier, 2017). Social courses are the means for developing a country's social tourism (Kantzoura & Mitoula, 2016; Drosos & Skordoulis, 2018).

The advancements in innovation, particularly with the starting of Web Version Two that happens in this advanced time, took part in the development of social media, which makes it very important in things of marketing or promoting a tourism destination or city branding (Jojic,

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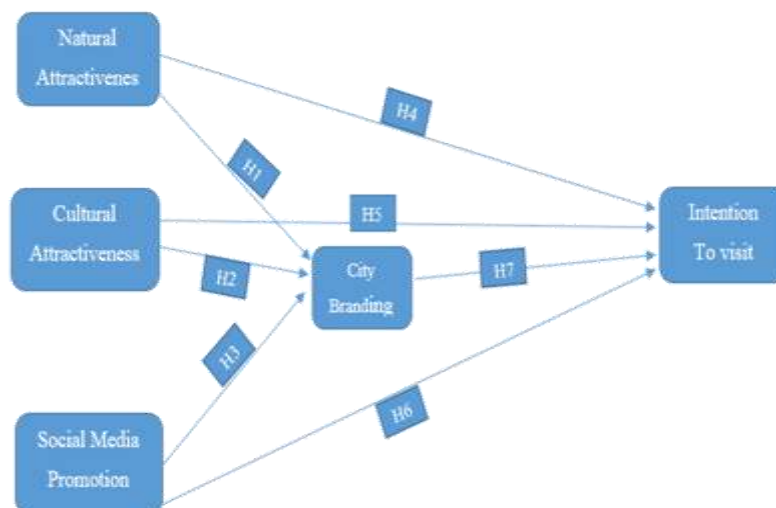
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2018; Malhotra, 2019). City branding is a city image management through strategic innovation and coordination of economic, social, commercial, cultural, and government regulations (Anholt, 2007). The influence of city branding on visit intention of a city is defined as a name, symbol and brand attached to a tourist attraction, which is useful as a characteristic (La Rocca & Fistola, 2017; Johnson et al., 2017; Kummitha & Crutzen, 2017). City branding is also important to understand and implement properly by tourism managers, because it is an added value that a tourist attraction has (Seisdodos & Vaggione, 2005). A tourist attraction with a powerful brand certainly attracts tourists to visit. It is said so, because most tourists visit tourist objects because of their existing advantages.

Figure 1. Conceptual Framework



From Fig. 1, the planned hypothesis. As we can see, there are 7 hypothesis, with city branding as mediating variable. Scholars believed that natural attractiveness is one of the consideration factors affecting city branding by Kavaratzis (2004), Kavaratzis & Ashworth (2005), and Kasapi & Cela (2017). Therefore, the hypothesis is formulated:

Hypothesis 1 (H1): Natural attraction – city branding. Agreeing to Malik et al. (2016) that city branding is the personality of a region that gives a certain impression and message to a shopper (traveler). Panjaitan (2020) states that city branding may be a vital way with the picture of giving them to a city that capacities as an implies to maintain an inner attraction of a frequency of information (Vasiliu, 2007). The description of the effectiveness of the city branding hexagon put forward by Yananda & Salamah (2014) and Anjomrouz et al. (2021), it can be concluded that the appeal (pulse) is one benchmark in city branding activities, both from natural and cultural attractiveness.

Hypothesis 2 (H2): Cultural attraction – city branding. Three types of cultural components are basic for city branding (Lucarelli & Berg, 2011; Zinaida et al., 2020). They are: history and legacy (counting stories, stories, legends, and anniversaries), artifacts and spatial arranging (such as engineering, historical centers, and plan), and events and activities (like celebrations,

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sports, and another occasions). These elements will be given a solid significance in this report, as well as the unmistakable nearby social resources of the examined city, Boulogne-sur-Mer, since, as Bianchini & Ghilardi (2007) argue, a successful on branding requires the previous information and awareness of its culture.

Hypothesis 3 (H3): Social media promotion – city branding. In a world where brand domination is unavoidable at each angle of our lives, cities are inevitable permeate or use branding activities (Oguztimur & Akturan, 2015). It characterized city branding as the utilize of different promoting practices to advance the engaging quality of a place to businesses, visitors, residents, and students (Andersson & Ekman, 2009). As noted by Lim et al. (2012), the main reason for failure in establishing city branding using the factors of social media promotion is the absence or inadequacy of related government programs to involve and energize local communities, businesses and community groups informing, articulate and convey the brand.

Hypothesis 4 (H4): Natural attraction – visit intention. Anggraeni (2020), Handayani & Rashid (2021), Lewis et al. (2022), Seetanah et al. (2020), Szubert et al. (2021), and Goeldner & Ritchie (2012) highlight that the tourism products that are widely considered consumers when they have intention to visit (buy tourism products). One of them is the decision to choose a destination is the attractiveness of the place tourist destination to be visited.

Hypothesis 5 (H5): Cultural attraction – visit intention. The attractiveness of a tourist destination is the main motivation for the intention of visiting tourists, cultural attraction which includes theater, museums, historical places, customs, religious places, special events such as festivals and historical dramas (pageants), and heritage such as cultural heritage (Maharani & Setyowardhani, 2019; Ng et al., 2007; Liu et al., 2020; Stanovčić et al., 2021).

Hypothesis 6 (H6): Social media promotion – visit intention. Social media plays an important role as a source of information that relevant to activities related to tourism along with the increasingly high adoption and use of communication technology (Jacobsen & Munar, 2012). It made social media as the primary choice in a search did by a tourist and the search engines (Xiang & Gretzel, 2010). Using social media takes part in determining a tourist's decision to visit a tourist destination (Kavaratzis & Ashworth, 2007).

Hypothesis 7 (H7): City branding – visit intention. The influence of city branding on visit intention city branding is defined as a name, symbol and brand attached to a tourist attraction, which is useful as a characteristic (Won et al., 2020; Abruruman et al., 2020; Purwanto & Soliha, 2017; Jusak et al., 2018). Therefore, city branding has an influence on visit intention. This statement is under the results of research conducted by Kusumawati et al. (2022) and Hussein (2022) that city branding has a significant and positive effect on visit intention.

3. Research Method

In this study to be conducted is included in the type of survey research with a quantitative approach. This study has 100 samples. The raw data had subsequently proceeded using SmartPLS v. 3.2.7 for Windows to determine the frequency of responses from the respondents. The sample selection in the purposive sampling technique uses the characteristics determined

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by the researcher to get a sample that is suitable for research activities, providing more information, time, and cost limitations. Purposive sampling, which is also referred to as an assessment or expert sample, is a type of non-probability sample (e.g. Sudiarta & Suardana, 2016; Tongco, 2007). The main purpose of purposive sampling is to produce a sample that can logically be considered represent (Subawa et al., 2021).

Table 1. Measurements of Content

Constructs & Literature Sources	Indicators Used	Items
Natural Attraction (Deng, 2002; Lucas, 1985; Bazneshin et al., 2015)	Biodiversity and maintain ecology	I like to visit natural destination in Sekadau regency because the biodiversity and maintain ecology in the environment of the destination tourism.
	Involve travel in natural landscape	I like to visit natural destination in Sekadau because its involve the natural landscape while travel to the destination.
	Unique tourism resource	I like to visit natural tourist destinations because they have unique tourist resources as example lawang kuari.
Cultural Attraction (Zali et al., 2014; Marzuki et al., 2017)	Tradition	I like to visit tourism destination in Sekadau because it has a unique tradition.
	Handicraft and arts	I like to visit tourism destination in Sekadau because the handicrafts and arts in Sekadau is interesting and unique
	cultural heritage construction	I like to visit tourism destination in Sekadau because it has a uniqueness and interesting folklore in his cultural heritage construction
Social Media Promotion (Chatterjee & Dsilva, 2021; Kotler & Keller, 2012; Sweeney & Craig, 2011)	Exposure	I want to visit tourism destination on Sekadau because i saw related content promotion on social media
	Engagement	After I saw related content about tourism destination on Sekadau, it motives me to interact and discuss through comments or share the information.
	Influence	After I saw related content about tourism destination on Sekadau, im motivated to search for some reliable reviews.
City Branding (Laaksonen et al., 2006; Buncle, 2003; Indriani & Magnadi, 2011; Moilanen & Rainisto, 2009)	Culture	The culture in the Sekadau Regency is very interesting and provides a selling point for the branding of the Sekadau Regency.
	Nature	The nature in the Sekadau regency is very interesting and provides a selling point for the branding of Sekadau regency.
	Atmosphere	The atmosphere in the district of Sekadau both culture and nature has an attractiveness in city branding
Visit Intention (Sekaran & Bougie, 2014; Gilbert, 2011; Middleton, 1989)	Number of visit to website	Visiting Sekadau regency website positively effect my intention to visit
	Number of information searched	Various of information that i have found about Sekadau destination tourism is informative and positively affect my intention to visit
	Satisfaction to website	Im satisfied with content which presented Sekadau destination tourism on website.

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	Advertising recall	Some various type of media that has to be chosen to advertise and promote tourism of Sekadau positively affect my intention to visit.
	Number of media resources recalled	

An interval scale used in this study is bipolar adjective, which is a refinement of the semantic scale, hoping the response to the resulting data can be an interval scale (Ferdinand & Zuhroh, 2022). The scale used in the range 1-10 (even scale), where to avoid respondent's answer, chooses the answer in the middle because it will produce a response that converges in the middle or grey area (Ramadania et al., 2021). PLS began with testing the measurement model to test the validity of constructs and reliability of instruments. It implemented the assumption test in PLS through convergent validity test, discriminant validity test, and Average Variance Extracted (AVE) test. The reliability test was used to measure the consistency of items in measuring the variables. It can also measure respondents' consistency in answering instruments (Hair et al., 2019; Sarstedt et al., 2020; Sarstedt et al., 2022). Overall, the response rate for online surveys was higher than the paper surveys in this research. Table 1 summarizes the component variables, indicators, and items.

4. Finding and Discussion

Analyzing the descriptive statistics result is useful for describing the basic features of data. It allows researchers to explain and describe the characteristics of respondents involved in the research. It can also illustrate the distribution of answers of respondents from each dimension of the research. We collected the primary data started from 3 August to 14 August 2021. The questionnaires were distributed to 100 respondents comprise Sekadau with the age within the range of 17 until 50 years old who are tourists or prospective tourists who have or want to visit tourist attractions in the Sekadau Regency, and the questionnaires are distributed to civil servants who work in the Sekadau Regency tourism office and to the people who live around tourism objects, especially Lawang Kuari which is an icon of the Sekadau Regency, and they also should have been traveling or they have an intention to travel in the future. The total number of female respondents and a male respondent is almost balanced, the male is 49% and the female is 51%. All respondents (100 informants) are interested in traveling activities (see Table 2). Respondent origin will affect the attitudes and the way of looking at and understanding any particular social phenomena. The response of an individual is likely to be determined by their origin and, therefore, it becomes imperative to know the respondent's origin. In the Table 3, shows that most of the respondent's origin are from Sekadau Regency which contributes 35% from the total respondents, followed by Pontianak (21%), Sintang (17%), Kapuas Hulu (11%), Sanggau (9%), and Mempawah (7%) of the total respondents.

Table 2. Demographic Background (*Source*: Interview, 2021).

Category	Item	F	%
Gender	Male	49	49
	Female	51	51
Ages	17 - 24	53	53
	25 - 40	35	35
	40 - 60	12	12

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Religion	Islam	63	63
	Christian	11	11
	Catholic	23	23
	Hindu	2	2
	Buddha	1	1
Income level	≤ Rp. 1,000,000	43	43
	Rp. 1,000,000 – Rp. 3,000,000	31	31
	Rp. 3,000,000 – Rp. 5,000,000	16	16
	> Rp. 5,000,000	10	10
Occupation	Student college	31	31
	Entrepreneur	8	8
	Private employee	23	23
	Civil servant	28	28
	Other profession	20	20

Table 3. Area of Participants (*Source: Interview, 2021*).

Origin	F	%
Sekadau	35	35
Pontianak	21	21
Sintang	17	17
Sanggau	9	9
Kapuas hulu	11	11
Mempawah	7	7

Referring on the interview by the key informant on Friday 13 August 2021 at 14.00 WIB, which was conducted by the researcher on the Head of the Sekadau Regency Culture and Tourism Office, in this case Mr. Paulus Misi, the researcher concluded he said that of the three basic variables in the study, all of them had an influence. On the formation of branding and the intention to visit the district of Sekadau. He also said that city identity and city branding play an important role in promoting or introducing a city. This is under the results of the analysis of the hypothesis above, stating that of the seven hypotheses in the research, natural attraction affects city branding, cultural attraction affects city branding, and social media promotion affects city branding. two of the results of the hypothesis affect the formation of city branding in the Sekadau Regency. Which of the two hypotheses is a natural attraction to city branding and cultural attraction to city branding, meanwhile social media promotion affects city branding to get negative results which the authors conclude from the results of interviews and the results of the questionnaire calculations, promotion through social media is practically not effective. These results can also be a reference for the Sekadau Regency diaspora to improve. The equation of this research is in line with the statement from Rahmawati et al. (2022) and Musa & Dimmock (2012), regarding the factors that support the creation of city branding, where the two variables mentioned are natural and cultural attraction.

Furthermore, the data interpretation in this study included the outer model, inner model, mediating effect, and t-statistics test result. The outer model in PLS specified validity and reliability of the relationships between latent variables and indicators. First, convergent validity occurred when the construct measurements were correlated with one another. As a general rule

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of thumb, outer loadings should get the value of 0.70 or higher, but still can be tolerated to 0.50. If it is below the value of 0.50, then it can be dropped from the analysis; while the 0.5 AVE score was satisfactory (Benitez et al., 2020). Items with outer loadings of 0.6 might be considered acceptable, while items with outer loadings less than 0.5 should be eliminated from analysis (Memon & Rahman, 2014). It presented the results of the validity test in *Table 4*, including outer loadings and the AVE score.

Table 4. Convergent Validity (*Source*: Calculating by SmartPLS v. 3.2.7).

Construct	Items	Loading	AVE
Natural Attraction	NA1	0.966	0.907
	NA2	0.944	
	NA3	0.946	
Cultural Attraction	CU1	0.954	0.907
	CU2	0.951	
	CU3	0.952	
Social Media Promotion	SMP1	0.937	0.894
	SMP2	0.947	
	SMP3	0.954	
City Branding	CB1	0.950	0.908
	CB2	0.963	
	CB3	0.946	
Visit Intention	VI1	0.920	0.848
	VI2	0.935	
	VI3	0.955	
	VI4	0.872	

Invalid measurement could mystify the research objectives and data interpretations; hence, it should be removed to clearly investigate the correct measurement items and get desired results. Moreover, discriminant validity was an assessment to ensure that a reflective construct has the strongest relationship with its own indicators in the PLS path model (Sarstedt et al., 2017). The outer loadings and constructs were adequate yet valid, as illustrated in *Table 5*.

Table 5. Discriminant Validity (*Source*: Calculating by SmartPLS v. 3.2.7).

(1)	(2)	(3)	(4)	(5)	(6)
NA1	0.966	0.862	0.696	0.804	0.687
NA2	0.944	0.818	0.742	0.845	0.743
NA3	0.946	0.846	0.746	0.755	0.711
CU1	0.874	0.954	0.698	0.790	0.709
CU2	0.809	0.951	0.666	0.826	0.699
CU3	0.844	0.952	0.666	0.805	0.707
SMP1	0.669	0.659	0.937	0.657	0.687
SMP2	0.739	0.687	0.947	0.732	0.732
SMP3	0.759	0.667	0.954	0.675	0.698
CB1	0.767	0.813	0.691	0.950	0.772
CB2	0.812	0.788	0.729	0.963	0.776
CB3	0.832	0.822	0.664	0.946	0.768
VI1	0.743	0.680	0.748	0.810	0.920

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VI2	0.626	0.660	0.620	0.693	0.935
VI3	0.783	0.728	0.767	0.811	0.955
VI4	0.585	0.654	0.592	0.646	0.872

Notes: (1) Natural attraction, (2) Cultural attraction, (3) social media promotion, (4) City branding, and (5) Visit intention.

Finally, reliability testing is done by looking at the value of the block of composite reliability indicator that measure the construct (Khoi & Van Tuan, 2018). Reliability test of the construct measured by two criteria, Cronchbach's Alpha (CA) and Composite Reliability (CR). These values reflect the reliability of all indicates in the model. The expected value for composite reliability is > 0.7 , where ideally $> 0.8 - 0.9$ and CA is expected the value > 0.6 . The result of CR and CA has shown in the *Table 6*.

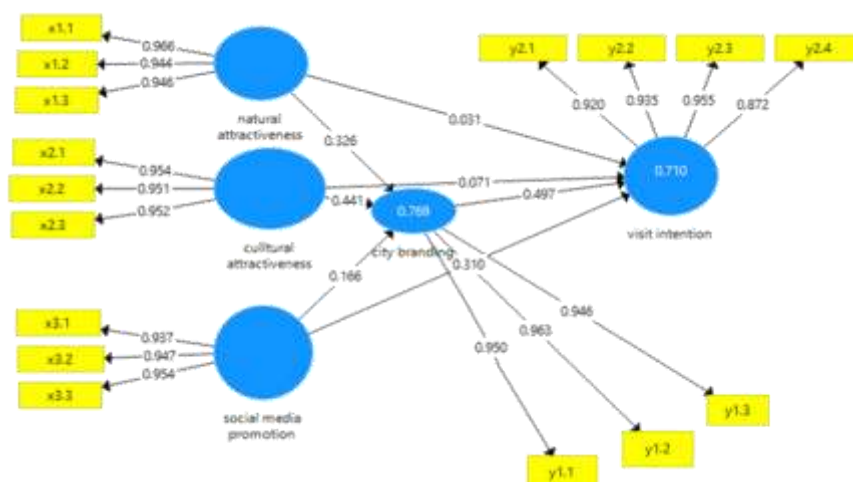
The value of composite reliability for all constructs is above 0.7, which all construct has high reliability. The CA can also strengthen test reliability, the recommended value is above 0.6 (e.g. Tavakol & Dennick, 2011; Trizano-Hermosilla & Alvarado, 2016; Boateng et al., 2018). The table above shows that the values of CA for all construct is above 0.6, so all constructs have high reliability. R-Squared function is to clarify the ability of independent variable in explain in the dependent variables (see *Fig. 2*).

Table 6. Reliability Test (*Source*: Calculating by SmartPLS v. 3.2.7).

Variables	(1)	(2)	(3)	(4)
Natural Attraction	0.949	0.967	>0.70	Reliable
Cultural Attraction	0.949	0.967	>0.70	Reliable
Social Media Promotion	0.941	0.962	>0.70	Reliable
City Branding	0.950	0.968	>0.70	Reliable
Visit Intention	0.940	0.957	>0.70	Reliable

Information: (1) CA, (2) CR, (3) Scale, and (4) Description.

Fig. 2. R-Square (*Source*: Calculating by SmartPLS v. 3.2.7).



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The higher the R-Square value, the greater the ability of the independent variable can explain the dependent variables (Chicco et al., 2021). A rule of thumb proposed for acceptable R^2 with 0.75, 0.50, and 0.25 are described as substantial, moderate and weak respectively (Henseler et al., 2009). Hussain et al. (2018) explain the R^2 value of 0.67 shows that it the model accepted. While, R-square (R^2) value of 0.33 indicates that the model is categorized as moderate and R^2 of less than 0.33 shows the model is categorized as weak. Thus, R-square is ranged between zero (0) and one (1). The lower of R^2 means that the ability on independent variable in explaining dependent's variation is very limited. If the value is closer to one (1), it means the independent variable has a substantial contribution in providing most of the needed information to the pre-dict dependent variable (Singh, 2013). As the result, the value of city branding with 0.770 can be categorized as good. Meanwhile, Intention of visit with 0.710 can be categorized as well.

Table 7. Hypothesis Testing (*Source*: Calculating by SmartPLS v. 3.2.7).

Hyphotesis	Relationships	Coef.	SM	SD	T	P
H1	Natural Attraction (X1) → City Branding (Y1)	0.326	0.323	0.118	2.751	0.006
H2	Cultural Attraction (X2) → City Branding (Y1)	0.441	0.438	0.126	3.495	0.001
H3	Social Media Promotion (X3) → City Branding (Y1)	0.166	0.167	0.095	1.747	0.081
H4	Natural Attraction (X1) → Visit Intention (Y2)	0.031	0.033	0.170	0.185	0.853
H5	Cultural Attraction (X2) → Visit Intention (Y2)	0.071	0.080	0.132	0.541	0.589
H6	Social Media Promotion (X3) → Visit Intention (Y2)	0.310	0.324	0.119	2.611	0.009
H7	City Branding (Y1) → Visit Intention (Y2)	0.497	0.473	0.171	2.908	0.004

Info: SM (Sample Mean), SD (Standart Deviasion), T (T-value), and P (Probability).

According to Schmidt & Osebold (2017), the value of T-statistics must be greater than T-table, which is 1.96 (significance level = 5%) or p-value must be smaller than 0.05 to be significant. In *Table 7*, mediation effect analysis is conducted to identify, explain and gain insight of the mechanism or process that underlies an observed relationship between an in-dependent variable

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and a dependent variable via including a third hypothetical variable, known as a mediator variable. There are two types of mediation involved in the analysis which are full mediation and partial mediation. Full mediation occurs when the independent variable is no longer significant when mediation is controlled. Partial mediation occurs when the mediator only mediates part of the effect of the intervention on the outcome.

Table 8. Summary of Direct and Mediation Effect (*Source*: Calculating by SmartPLS v. 3.2.7).

Indirect				Direct			
Path	Coef.	P-values	Result	Path	Coef.	P-values	Result
NA → CB → VI	0.162	0.035	Supported	NA → VI	0.031	0.853	Not Supported
CA → CB → VI	0.219	0.016	Supported	CA → VI	0.071	0.589	Not Supported
SMP → CB → VI	0.082	0.129	NS	SMP → VI	0.310	0.009	Supported

Table 8 shows the value of the indirect effect on the mediating variables. The significance value, also denoted as alpha or α , is the probability, while H_0 is rejected if significance ≤ 0.05 . Based on the table above, it shows that the significance level of the indirect effect on natural attraction (X1) to visit intention (Y2) via city branding (Y1) is > 0.05 is accepted which means there is no significant effect between one independent variable on the dependent variable, not significant. Cultural attraction (X2) to visit intention (Y2) via city branding (Y1) is ≤ 0.05 rejected, which means there is a significant effect between one independent variable on the dependent variable. Social media promotion (X3) to visit intention (Y2) via city branding (Y1) is > 0.05 accepted, so there is no significant effect between one independent variable on the dependent variable, not significant. Thus, it can be concluded that the relationship between natural attraction and visit intention with city branding as the mediating variable is significant with the probability of $0.035 (\leq 0.05)$. The relationship between cultural attraction and visit intention with city branding as the mediating variable is significant with the probability of $0.016 (\leq 0.05)$ and the relationship between social media promotion and visit intention with city branding as the mediating variable is significant with the probability of $0.129 (\leq 0.05)$. As the result, city branding as a mediating variable is mediating between natural attraction and visit intention, also city branding is mediating social media promotion and visit intention, city branding only mediating cultural attraction and visit intention.

5. Conclusion

From the three independent variable which is natural attraction, cultural attraction, and social media promotion, as the result of social media promotion that were not giving positive affect to city branding, although city branding can give positive impact to the visit intention. Therefore, the Sekadau Department of Cultural and Tourism must pay they truly attention toward social media promotion development in order to provide development balance in the tourism industry and create city branding of Sekadau. There are also recommendations on the results of the variables related to the following, Natural and cultural attraction, on natural and cultural attraction it is hoped that the government, especially the tourism and sports department of the Sekadau Regency, can use and optimize well the factors of natural attraction because these factors have a strong influence on the creation of city branding which can increase tourist visits. City branding, on city branding. Ideally, the government will develop a brand for the city of the

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Sekadau Regency, which here is Lawang Kuari as the face of the Sekadau Regency, because Lawang Kuari has advantages in terms of natural, cultural, and atmosphere, which makes it different from other districts. Visit intention, it is hoped that the government will develop a promotional system for tourist destination, this is done to increase tourist visits, especially promotions through social media that can reach further potential tourists.

During the process of analysis of this research, the author found some limitations of this research that will be mentioned, The sample of this study was collected with only 100 respondents, which could not be very accurate for explaining the real conditions because of several reasons and circumstances. And, if the survey is greater than 100 respondents, running SmartPLS will also be better. Few theoretical supports provide some limited space for exploring this topic. More than that, this research has lacks resources and we hope for future studies can add more variables and implement this topic in different places. A comparison between two or more different destinations is strongly recommended. Lifestyle is one of the most significant variables in this research. Hence, future studies can compare different lifestyles of each generation. Further study can add more variables to determine the influence of natural attraction, cultural attraction, and social media promotion as city branding factors toward visit intention in case of Lawang Kuari as city branding/icon of Sekadau Regency.

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