

# Examining Social Media Marketing and Destination Image Effects on Satisfaction and Revisit Intention with City Branding Moderation

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## ABSTRACT

Tourism drives economic growth, cultural preservation, and regional income, yet the iconic Floating Market in Banjarmasin City has seen visitor numbers drop sharply from 79,120 in 2023 to 61,356 in 2024. Modern land infrastructure, river pollution, and limited facilities have diminished its traditional charm, prompting the need for smarter promotion strategies. This study investigates how social media marketing and destination image affect tourist satisfaction and revisit intention, with city branding acting as a moderator, among visitors to Banjarmasin's Floating Market. Data were gathered via an online questionnaire from 250 tourists and analyzed using PLS-SEM in SmartPLS version 4. The results show that social media marketing and destination image both positively influence tourist satisfaction. Destination image and tourist satisfaction significantly affect revisit intention, while social media marketing has no direct effect on revisit intention. Most importantly, city branding moderates the relationship between social media marketing and revisit intention, strengthening the path when city branding is high. These findings highlight the urgent need for Banjarmasin authorities and market managers to weave a consistent "City of a Thousand Rivers" brand into social media campaigns. Combining authentic cultural storytelling with improved site conditions can revive visitor interest, enhance satisfaction, and secure long-term loyalty for this unique heritage attraction.

**Keywords:** City Branding, Destination Image, Revisit Intention, Social Media Marketing, Tourist Satisfaction.

## INTRODUCTION

In the current era, tourism is considered a driving industry and a mainstay in increasing a country's foreign exchange. The tourism sector also contributes to increasing Regional Original Income (*Pendapatan Asli Daerah/PAD*). Research published by Correia et al. (2013) in the *Journal of Management and Creative Economy* shows that tourism is crucial for increasing PAD, which improves community well-being centered around tourist locations and local economic growth. Tourism is considered a very promising business and a prime "export commodity" in improving the economy, social, and cultural aspects of tourist destinations. According to Mas et al. (2025), tourism is a sector that is highly dependent on destination image and effective marketing efforts. Currently, tourism is a major driver and supporter of the country's foreign exchange growth.

In 2023, the number of tourists visiting the floating market in Banjarmasin reached 79,120, but in 2024, the visits decreased to 61,356. This decline raises concerns about the future of this unique attraction. Several factors contribute to the drop in visitor numbers. For example, the development of land infrastructure and modernization have reduced the need for river-based transactions (Kaplan & Haenlein, 2010; Sakti et al., 2024; Pramesti & Sholahuddin, 2024). Improved road access allows people to shop more conveniently on land instead of using boats. Moreover, issues such as poor cleanliness in the river area,

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including plastic waste, animal carcasses, and water hyacinth, make the place less appealing (Sharita et al., 2022; Mustika et al., 2023). The lack of supporting facilities, like life jackets and safe boats, also affects tourist comfort and safety. As a result, both locals and visitors prefer modern shopping options, which weakens the traditional appeal of the Floating Market.

Floating markets often reflect the culture, traditions, and identity of the Banjarmasin community. They represent a unique lifestyle tied to rivers and local values. In the digital age, social media marketing has become a key tool for promoting tourist destinations. Many studies show that social media influences how tourists see and feel about a place. For instance, social media content can shape perceptions and increase interest in visiting (Ashley & Tuten, 2015; Cheung et al., 2021). At the same time, destination image plays an important role in attracting tourists and building satisfaction. A positive image leads to better experiences and higher chances of repeat visits (Kotler, 2000; Le et al., 2020; Huwae et al., 2020; Sumarni et al., 2024). City branding also helps strengthen a destination's identity and appeal in tourism (Morgan et al., 2011; Kusumawati, 2017; Ubjaan et al., 2018).

However, there are still gaps in the existing research. While many studies examine social media marketing and destination image in urban or beach tourism settings, few focus on traditional floating markets like those in Banjarmasin. According to Mustika et al. (2023), research on floating markets often discusses cleanliness and infrastructure problems, but rarely explores how digital marketing and branding can help revive visitor interest. Similarly, prior works on revisit intention tend to look at direct effects of satisfaction or image, but less attention is given to the moderating role of city branding in ethnic or cultural destinations (Sadeh et al., 2012; Sahal & Suryadi, 2024; Mas et al., 2025). In the context of the Banjarmasin Floating Market, no study has yet tested how city branding moderates the link between social media marketing and revisit intention, especially when tourist numbers are declining due to modernization.

To address these gaps in the phenomenon and previous literature, this study aims to examine the relationship between social media marketing and destination image on tourist satisfaction and revisit intention, with city branding as a moderating variable, among tourists visiting the floating market in Banjarmasin. Specifically, the research seeks to answer how social media marketing affects satisfaction and revisit intention, how destination image influences these outcomes, and whether city branding strengthens the effect of social media on revisit decisions. By doing so, the study hopes to provide useful insights for managers to promote this cultural attraction more effectively in the digital era.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Factors Influencing Tourist Satisfaction**

Social media marketing has grown into an essential strategy for promoting tourism destinations in recent years. It allows destinations to share attractive content, engage with potential visitors, and build awareness quickly and at low cost. According to Baharum and Jaafar (2015) and Ashley and Tuten (2015), creative social media strategies can enhance consumer engagement by using visual stories and interactive posts that make destinations more appealing. In tourism contexts, platforms like Instagram and TikTok help shape first impressions through user-generated content and official promotions. Chou et al. (2010) and Cheung et al. (2021) found that social media marketing activities drive positive behaviors, such as higher satisfaction, when tourists feel connected to the promoted place.

Destination image refers to the overall perception that tourists hold about a place, including its natural features, culture, and facilities. A strong and positive destination image influences how visitors evaluate their experiences. Le et al. (2020) explained that destination image directly affects tourist satisfaction because it sets expectations before the visit and affects feelings during the trip. When the actual experience matches or exceeds the perceived image, satisfaction increases. Similarly, Huwae et al. (2020) showed

that a favorable destination image leads to higher satisfaction levels and stronger emotional bonds with the location.

Social media marketing and destination image both contribute to tourist satisfaction in meaningful ways. Social media helps form or reinforce the destination image, while a good image enhances the satisfaction gained from the visit. Many researchers agree that effective marketing through digital channels improves satisfaction, especially in unique cultural settings (Jazula & Isharina, 2025). Fakari et al. (2023) confirmed that social media marketing, along with attractions and facilities, positively impacts satisfaction among tourists. Therefore, based on these relationships, the following hypotheses are proposed:

H1: Social media marketing has a positive effect on tourist satisfaction.

H2: Destination image has a positive effect on tourist satisfaction.

### **Factors Influencing Revisit Intention**

Revisit intention represents a tourist's willingness to return to the same destination in the future. It serves as an important indicator of loyalty and long-term success for tourism sites. Many studies link revisit intention to positive prior experiences and perceptions. For example, del Bosque and San Martín (2008) developed a model showing that cognitive and affective evaluations lead to satisfaction, which then drives intentions to revisit. Satisfaction acts as a key mediator in this process because happy tourists are more likely to recommend and return.

Destination image plays a direct role in shaping revisit intention. When tourists hold a positive view of a place, they feel motivated to come back. Le et al. (2020) found that a strong destination image not only boosts satisfaction but also encourages repeat visits independently. In addition, social media marketing can influence revisit decisions by keeping the destination in mind through ongoing content exposure. However, Cheung et al. (2021) noted that the direct link from social media to revisit intention is sometimes weak if other factors dominate.

Tourist satisfaction strongly predicts revisit intention because satisfied visitors develop emotional attachment and trust. Chun et al. (2019) and Mehrabioun (2024) reported that high satisfaction levels increase the desire to pay more and return to deluxe accommodations, a pattern that applies to attractions as well. Huwae et al. (2020) and Safitri and Tafkhir (2025) further supported that satisfaction mediates the path from image to loyalty behaviors like revisiting. In many tourism studies, these variables form a chain where marketing and image lead to satisfaction, and satisfaction leads to revisit intention. Therefore, the following hypotheses are formulated:

H3: Social media marketing has a positive effect on revisit intention.

H4: Destination image has a positive effect on revisit intention.

H5: Tourist satisfaction has a positive effect on revisit intention.

### **The Moderating Effect of City Branding**

City branding involves creating and managing a unique identity for a city to make it stand out as a tourism destination. It includes elements like slogans, logos, and stories that highlight cultural or historical strengths (Ryan & Deci, 1985; Sekaran & Bougie, 2013). Atapattu et al. (2016) and Kusumawati (2017) emphasized that city branding integrates events and promotions to influence behavioral intentions in urban tourism. A well-managed brand helps build trust and differentiates the place from competitors.

City branding can strengthen certain relationships in tourism models by amplifying the impact of marketing efforts. For instance, when a city has a strong brand, promotional messages on social media become more credible and persuasive. Ubjaan et al. (2018) and Guo (2022) measured revisit intention using city branding concepts and found that branding enhances visitors' desire to return. Similarly, Hasan et al. (2017), Mujihestia (2018), and Torabi et al. (2022) showed that city branding positively affects revisit intention in cultural contexts like Malang.

In cases where the direct effects of social media on revisit are weak, city branding may act as a moderator. It provides an additional layer of appeal that makes digital promotions more effective in encouraging repeat visits. Shiau et al. (2011) and Handayani et al. (2022) explored city branding's role in shaping image and interest, suggesting it moderates paths to behavioral outcomes. In the Banjarmasin context, where modernization threatens traditional attractions, a solid city brand could help social media efforts regain tourist loyalty. Therefore, the following hypothesis is proposed:

H6: City branding moderates the relationship between social media marketing and revisit intention.

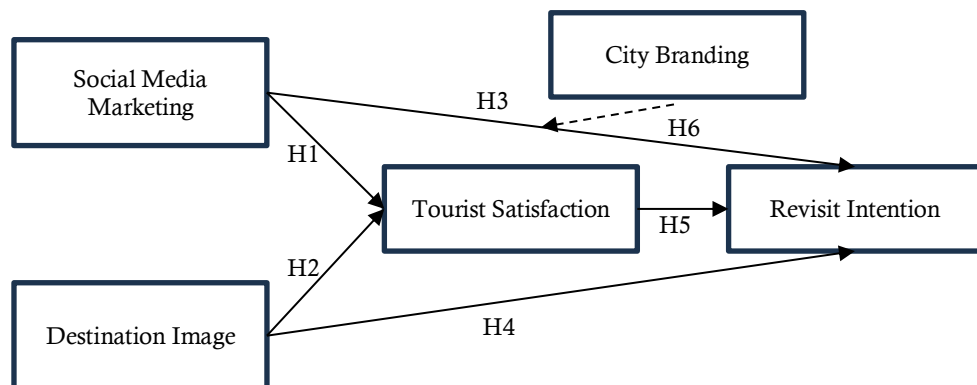


Figure 1. Research Framework

This study integrates the discussed variables into a conceptual model to explain tourist behavior at the floating market in Banjarmasin. Social media marketing and destination image serve as independent variables that influence tourist satisfaction and revisit intention. Tourist satisfaction acts as a mediator linking image and marketing to revisit intention. City branding functions as a moderating variable that strengthens the path from social media marketing to revisit intention. The framework draws from established theories in tourism marketing, including aspects of expectation-confirmation and branding concepts (del Bosque & San Martín, 2008; Kusumawati, 2017; Fu et al., 2018). Figure 1 illustrates the proposed relationships among the variables, including direct effects, mediation, and moderation. This model guides the empirical testing using PLS-SEM to examine the hypotheses in the unique context of a declining traditional floating market.

## RESEARCH METHODS

This research is explanatory in nature and adopts a quantitative approach to explain the causal relationships between the studied variables. Explanatory research seeks to clarify how certain factors influence specific outcomes while considering potential confounding elements and modifiers (Bentouhami et al., 2021). By using this design, the study aims to provide a comprehensive understanding of the problem, particularly how social media marketing, destination image, and city branding affect tourist satisfaction and revisit intention in the context of the Floating Market in Banjarmasin City.

The study was conducted in Banjarmasin City, South Kalimantan, with the floating market as the main research object. This traditional floating market represents a unique cultural tourism attraction that reflects the local community's lifestyle and identity tied to river-based activities. Data were collected through a survey method using a structured questionnaire as the primary research instrument. The questionnaire was distributed online via Google Forms to make it easier for respondents to participate and to reach a wider group of tourists who had visited the floating market. Respondents were selected using a non-probability convenience sampling technique, targeting domestic and international tourists who had visited the location at least once in the past two years. A

total of 250 usable questionnaires were collected after screening for completeness and validity.

The questionnaire items were adapted from established scales in previous tourism studies to ensure content validity. All constructs, social media marketing, destination image, tourist satisfaction, revisit intention, and city branding, were measured using multiple indicators on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Before the main survey, a pilot test was conducted with 30 respondents to check the clarity of wording, reliability, and any potential issues with the instrument. Minor adjustments were made based on feedback to improve understanding and flow. Respondents were assured of anonymity and confidentiality to encourage honest answers and reduce social desirability bias.

Data analysis was performed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS version 4 software. PLS-SEM was chosen because it is suitable for exploratory models, smaller sample sizes, and non-normal data distributions, which are common in tourism behavioral research (Hair et al., 2022). The analysis followed a two-step process: first, evaluation of the measurement model to assess validity and reliability through outer loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Heterotrait-Monotrait Ratio (HTMT) for discriminant validity; second, evaluation of the structural model to test path coefficients, R-square values, effect sizes ( $f^2$ ), and hypothesis significance using bootstrapping with 5,000 subsamples. This approach allowed for robust testing of both direct effects and the moderating role of city branding in the proposed relationships.

## RESULTS

This section presents the findings from the data analysis using PLS-SEM with SmartPLS version 4. The analysis follows a two-step approach: first, evaluation of the measurement model to confirm the validity and reliability of the constructs, and second, assessment of the structural model to test the proposed relationships and hypotheses. All indicators showed acceptable psychometric properties, supporting the use of the model for hypothesis testing. The results are based on responses from 250 valid questionnaires collected from tourists who visited the floating market in Banjarmasin City.

The measurement model was assessed for convergent validity, discriminant validity, and reliability. Convergent validity was examined through outer loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). According to Hair et al. (2022), outer loadings should ideally be 0.70 or higher, AVE should exceed 0.50, and CR should be greater than 0.70 to indicate that the indicators adequately represent their respective constructs. In this study, all outer loadings for the indicators of social media marketing, destination image, tourist satisfaction, revisit intention, and city branding ranged between 0.712 and 0.889, meeting the recommended threshold. No indicators were removed because all values fell within the acceptable range of above 0.70 and below 0.90, avoiding issues of redundancy or poor representation.

**Table 1.** Outer Model Results

Construct	Outer Loadings Range	AVE	CR	CA
Social Media Marketing (X1)	0.712 – 0.854	0.612	0.915	0.887
Destination Image (X2)	0.735 – 0.889	0.658	0.932	0.912
Tourist Satisfaction (Y1)	0.748 – 0.876	0.681	0.915	0.884
Revisit Intention (Y2)	0.762 – 0.871	0.672	0.890	0.858
City Branding (Z)	0.721 – 0.862	0.624	0.908	0.876

Table 1 summarizes the key measurement model statistics, including outer loadings for selected representative indicators, AVE, CR, and CA. The AVE values for all constructs were well above 0.50, confirming that the constructs explained more than half of the variance in their indicators. Composite reliability values exceeded 0.70 for every latent variable, demonstrating high internal consistency. Cronbach's Alpha (CA) was also

calculated as an additional reliability measure and showed values greater than 0.70 across all constructs, further supporting the reliability of the scales.

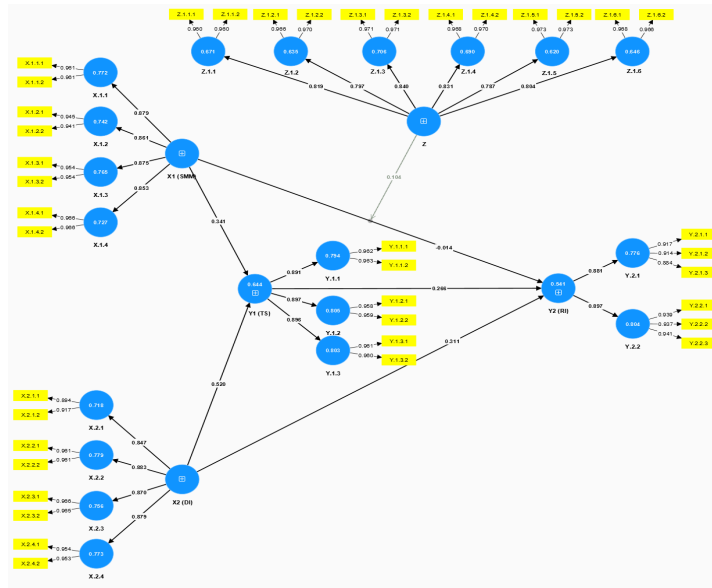


Figure 2. Measurement Model

Figure 2 shows the outer model and inner model results. The outer model analysis aims to test the validity and reliability of the constructs used, while the inner model is used to assess the relationship between variables by looking at the R-Square value.

Discriminant validity was established using the Heterotrait-Monotrait Ratio (HTMT) criterion. This approach is preferred in PLS-SEM for ensuring that constructs are distinct from one another (Hair et al., 2022). All HTMT values at the indicator level remained below 0.90, with most falling between 0.39 and 0.84. At the construct level, the highest HTMT value was 0.823 (between destination image and tourist satisfaction), while others ranged from 0.629 to 0.823. Since all values were below the conservative threshold of 0.90 (and well below 0.85 in many cases), discriminant validity was confirmed. These results indicate that the constructs are sufficiently distinct and that the measurement model is valid for proceeding to structural assessment.

The structural model was evaluated by examining  $R^2$  values, effect sizes ( $f^2$ ), path coefficients, and their significance levels. The  $R^2$  value for tourist satisfaction (Y1) was 0.644, meaning that social media marketing and destination image together explained 64.4% of the variance in tourist satisfaction. The remaining 35.6% was attributed to other unmodeled factors. For revisit intention (Y2), the  $R^2$  value reached 0.541, indicating that the model explained 54.1% of the variance in revisit intention, with 45.9% due to external influences. These  $R^2$  values suggest a moderate to substantial explanatory power in the context of behavioral research in tourism (Hair et al., 2022).

The effect size ( $f^2$ ) was calculated to assess the practical contribution of each predictor. The path from social media marketing to tourist satisfaction had an  $f^2$  of 0.154, classified as medium effect. The path from destination image to tourist satisfaction showed a large effect with  $f^2 = 0.359$ . In contrast, the direct path from social media marketing to revisit intention had a negligible  $f^2$  of 0.000, indicating almost no unique contribution. The path from destination image to revisit intention was small ( $f^2 = 0.067$ ), while tourist satisfaction to revisit intention was also small ( $f^2 = 0.055$ ). The moderating interaction term (City Branding  $\times$  Social Media Marketing  $\rightarrow$  Revisit Intention) had a small  $f^2$  of 0.028, suggesting a modest strengthening effect in the presence of the moderator.

Hypothesis testing was conducted using bootstrapping with 5,000 subsamples to determine path coefficients, t-statistics, and p-values. Table 2 presents the detailed results.

**Table 2.** Hypothesis Test Results

Hypothesis	Variable	Path Coefficient	t-Statistic	p-value	Note
H1	Social Media Marketing (X1) → Tourist Satisfaction (Y1)	0.341	4.818	0.000	Significant
H2	Destination Image (X2) → Tourist Satisfaction (Y1)	0.520	7.202	0.000	Significant
H3	Social Media Marketing (X1) → Revisit Intention (Y2)	-0.014	0.235	0.814	Not Significant
H4	Destination Image (X2) → Revisit Intention (Y2)	0.311	5.004	0.000	Significant
H5	Tourist Satisfaction (Y1) → Revisit Intention (Y2)	0.266	4.361	0.000	Significant
H6	City Branding (Z) × Social Media Marketing (X1) → Revisit Intention (Y2)	0.104	2.472	0.013	Significant

The results show that H1, H2, H4, H5, and H6 were supported, while H3 was not supported. Social media marketing significantly influenced tourist satisfaction but not revisit intention directly. Destination image had the strongest direct effect on satisfaction and a notable effect on revisit intention. Tourist satisfaction positively predicted revisit intention. Most importantly, city branding significantly moderated the relationship between social media marketing and revisit intention, strengthening the otherwise non-significant direct path.

## DISCUSSION

The findings of this study provide valuable insights into the dynamics of tourist behavior at the Floating Market in Banjarmasin City. First, social media marketing showed a significant positive effect on tourist satisfaction (H1 accepted, path coefficient = 0.341,  $p = 0.000$ ). This result aligns with previous research indicating that well-crafted social media content, such as engaging photos, videos, and stories about unique cultural experiences, can enhance visitors' emotional responses and overall evaluation of a destination (Ashley & Tuten, 2015; Cheung et al., 2021; Libre et al., 2022). In the context of a traditional floating market, where visual appeal plays a major role, digital promotions appear effective in meeting or exceeding tourist expectations, leading to higher satisfaction levels.

Similarly, destination image had a strong and significant influence on tourist satisfaction (H2 accepted, path coefficient = 0.520,  $p = 0.000$ ), confirming one of the largest effects in the model. This finding is consistent with studies that emphasize how a positive perception of a place's cultural authenticity, uniqueness, and atmosphere directly shapes satisfaction during and after the visit (Le et al., 2020; Huwae et al., 2020; Hariguna et al., 2023). For the floating market, the image as a living representation of Banjarmasin's river-based heritage seems to set realistic yet appealing expectations, which in turn contribute to a fulfilling experience.

However, social media marketing did not directly influence revisit intention (H3 rejected, path coefficient = -0.014,  $p = 0.814$ ). This non-significant result suggests that, on its own, exposure to social media content may not be sufficient to motivate tourists to return, especially in a destination facing challenges like modernization and competition from land-based alternatives (Asad et al., 2019; AlSokkar et al., 2024). Several authors have noted similar patterns in other cultural or niche attractions, where direct marketing effects on loyalty weaken when physical or experiential barriers exist (Fakari et al., 2023; Mas et al., 2025). In contrast, destination image did exert a significant direct effect on revisit intention (H4 accepted, path coefficient = 0.311,  $p = 0.000$ ), highlighting its enduring role in long-term behavioral intentions. Tourists who perceive the floating market positively are more inclined to plan future visits, even without strong immediate triggers from social media.

Tourist satisfaction also emerged as a significant predictor of revisit intention (H5 accepted, path coefficient = 0.266,  $p = 0.000$ ). This supports the well-established satisfaction-loyalty link in tourism literature, where satisfied visitors develop emotional attachment and are more likely to return (del Bosque & San Martín, 2008; Chun et al., 2019). The moderate effect size here indicates that while satisfaction is important, other contextual factors, such as infrastructure improvements or safety concerns, may also influence repeat visitation decisions at this particular site.

The most notable finding is the significant moderating role of city branding on the relationship between social media marketing and revisit intention (H6 accepted, path coefficient = 0.104,  $p = 0.013$ ). When city branding is strong, the otherwise non-significant direct path from social media to revisit intention becomes meaningful. This result extends prior work showing that a clear and consistent city identity can amplify the effectiveness of digital promotions (Kusumawati, 2017; Ubjaan et al., 2018; Mujihestia, 2018). In Banjarmasin's case, reinforcing the city's image as the "River City" or "City of a Thousand Rivers" through branding efforts could make social media campaigns more persuasive, encouraging tourists to return despite competing modern attractions. This study shows that city branding strengthens social media's effect on revisit intention at the floating market. Stakeholders should build a unified branding narrative highlighting river heritage, integrate it into digital content, and improve cleanliness, safety, and cultural preservation to enhance destination image, satisfaction, and revisit rates in a competitive tourism environment.

## **CONCLUSION**

This study concludes that social media marketing positively influences tourist satisfaction at the floating market in Banjarmasin City, indicating that digital promotional strategies can enhance visitors' overall experience. Destination image also exerts a strong positive effect on satisfaction, showing that favorable perceptions of a destination's uniqueness and authenticity strengthen visitor experience. Although social media marketing did not directly affect revisit intention, both destination image and tourist satisfaction significantly and positively influence revisit intention, confirming that a positive perception and satisfying experience are central drivers of tourist loyalty. Importantly, this study finds that city branding moderates the relationship between social media marketing and revisit intention, suggesting that a strong city brand can make social media efforts more effective in encouraging repeat visits despite modern competition.

These findings imply that floating market managers and local government should integrate consistent city branding into digital marketing strategies, for example, by emphasizing Banjarmasin's river heritage as a unique identity in media content to increase appeal and credibility. Improving cleanliness, safety facilities, and cultural preservation will also reinforce destination image and visitor satisfaction, ultimately supporting higher revisit rates. This study has several limitations, including the use of cross-sectional data, a sample limited to online respondents, and a focus on a single destination, which limits generalizability. Future research is recommended to adopt longitudinal designs to capture changes in revisit intention over time, include additional variables such as perceived value or experiential quality, and compare multiple floating markets or similar cultural destinations to obtain broader, comparative insights.

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