

INTEREST IN REVISITING: PRICE, SERVICE QUALITY AND VISITOR SATISFACTION AT BENTENG TOURISM VILLAGE

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Abstract

Background - Bogor Regency is one of the largest tourist destinations in West Java, Indonesia. Benteng Tourism Village which is located in Ciampea District, Bogor Regency. One of the advantages of Benteng Tourism Village is the concept of Edu Agrotourism Thematic Tourism Village based on education and agriculture which is able to accommodate visitors with a total of around 300 visitors.

Purpose - The purpose of this study is to find out and analyze the influence of Price, Service Quality and Visitor Satisfaction on Interest in Revisiting Benteng Tourism Village.

methodology - This research method uses quantitative analysis with descriptive and verifiable analysis methods, and uses multiple linear regression in the regression test.

Findings - -

Originality - input and reference material for managers and policy makers regarding the development of Tourist village

Keywords: interest in revisiting, price, quality and visitor, satisfaction
