

ANALYSIS OF TOURIST ATTRACTIONS AND DESTINATION IMAGE ON INTEREST IN RETURNING VISITS

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Background: Tourism is one of the main pillars of Indonesia's economic development, increasing employment opportunities, and reducing poverty. the achievement of the target visitor in 2024 at the Luwihaja Hill Unit, PT Citra Wisata Alam Paseban is 95.3%. This means that the target is not achieved at 4.7%. This achievement is due to the fact that in January, April and December it has entered the annual national holiday season. Meanwhile, this non-achievement is suspected to be caused by the lack of optimal interest in revisiting, tourist attractions, and visitor satisfaction

Purpose: This study analyzed tourist attraction and visitor satisfaction on tourists' intention to visit again

Methodology: The research employs a descriptive qualitative method with 200 respondents.

Finding: The results showed that the average interest in returning visits was high, with the highest score on promotion intention and the lowest on recommendation intention. Tourist attractions are considered attractive, with the highest score on something to see and the lowest on something to buy, while visitor satisfaction is included in the satisfied category, with the highest score on service and the lowest on access/reach.

Limitation: This study is limited by its sample size and geographic scope, which may affect the generalizability of the results. Future research could include a larger sample and multiple destinations to enhance external validity.

Originality: This research contributes to the existing body of knowledge by empirically examining the combined effects of destination attractiveness and tourist satisfaction on revisit intention, providing insights for destination managers to improve tourism experiences and visitor retention.

Keywords: Tourist Satisfaction, Destination Attractiveness, Revisit Intention