

ABSTRACT

Tourists revisit intention can raise a city revenue and help minimize marketing cost of the city. Highlighted as an important subject in competitive tourism markets, it has been studied with the focus on why tourists revisit to a particular tour destination and their characteristics in doing so. It should be noted that the number of tourists in Bandung has increased, particularly domestic ones. This, in fact, gives significant impact on the rise of Bandung revenue stream.

The purpose of this study was to examine and analyze the factors that affect the interests of the travelers visiting Bandung. This study adopts the model of Som on revisit behavioral intention, as well as that of Marzuki, Yousefi, and Abu Khalifeh (2012). Exploration against this model is done to further analyze the relationship between factors based on preferences of domestic travelers in Bandung.

This research used 100 samples from Bandung through questionnaires to collect data, processed using factor analysis.

This study indicates that “weather and natural attraction” and “enhance social” are paramount factors of destination attributes and motives for tourist revisit behavioral intention to Bandung. That alone shows “destination loyalty” and “tourist loyalty” to Bandung and high intention to recommend their relatives to visit Bandung.

The important factor is weather and natural attraction, the government should make policy by increasing tourism industry due to its friendly weather and inevitable natural attraction.

Keywords: *Revisit Intention; Revisit Behavioral Intention; Tourism; Bandung;*