

ABSTRACT

Borobudur is the magnificent world cultural heritage site, the largest Buddhist temple in the world, the biggest ancient monument in the Southern Hemisphere and the oldest in South East Asia recognized by UNESCO and managed by Unit Office Taman Wisata Candi Borobudur. However, the total percentage of tourists nusantara who visited to Taman Wisata Candi Borobudur increased slightly compared with other Temple Tourism Park managed by PT Taman Wisata Candi Borobudur Prambanan & Ratu Boko. This research aims to determine how much the influence of push and pull factors towards return intention tourists nusantara with destination satisfaction as a mediator in Taman Wisata Candi Borobudur.

This research methodology using a quantitative consist of 400 respondents with descriptive research and causality. Technique sampling use nonprobability sampling. Technique data analysis uses the path analysis.

The analysis shows that the was push factor will not influence toward destination satisfaction and return intention, because destination satisfaction and return intention not determined by push factor attached to tourists itself but more determined by pull factor offered by the management of tourism attractions. The magnitude of the influence directly between push factor toward destination satisfaction of 62% and toward return intention of 6%. The magnitude of the influence directly between destination satisfaction toward return intention 22.0% and the magnitude of the influence indirect between pull factors toward return intention through destination satisfaction of 37%. So, that this indicates that if management tourism area want to visitors come back then management should makes visitors are satisfied first to many things offered by the management of tourism attractions.

Keywords: *Push Factor, Pull Factor, Destination Satisfaction, Return Intention.*