

ABSTRACT

Tourism is a crucial sector in boosting the economy. However, the tourism sector is facing significant challenges due to the COVID-19 pandemic, which has directly impacted the sector, both domestically and abroad.

One of the problems faced by the tourism sector during the pandemic is the decreased intention of tourists to visit tourist destinations. Therefore, this study aims to understand the factors that can increase tourist intention to revisit, including destination awareness, destination image, tourist motivation, and word-of-mouth. This study aims to determine the effect of these factors on tourists' intention to visit again after the COVID-19 pandemic.

The research method used is a quantitative method with a cross-sectional design. Data was collected from 77 respondents who were international students at Telkom University who had previously participated in the Edutrip program. Data analysis was performed using descriptive analysis and Structural Equation Modeling Partial-Least Square.

The research findings show that destination awareness and motivation significantly influence tourist intentions to revisit destinations. However, destination image does not have a positive influence on tourist interest. This study also analyzes the possibility of word-of-mouth mediating effects on tourist intentions to visit. The results showed that word-of-mouth significantly mediated the relationship between destination awareness, destination image, tourist motivation, and tourist intention to revisit.

Based on research, it is known that the most direct effect on the intention to visit is word of mouth. Thus, this study suggests that destination office management increases positive information from each tourist destination, such as including it in posters or pamphlets. This will support tourists so that someone's motivation to visit again increases.

Keywords: *Destination awareness; destination image; motivation; word of mouth; tourist visitation; mediation effect*