

ABSTRACT

The tourism sector is one of the sectors affected by government policies to stop the spread of the virus, even though tourism itself is included in the needs of the community as a medicine when tired. Tourism activities have several factors to consider including motivational tourism, destination image, and satisfaction, they use before carrying out activities that will be able to cause tourists' intentions to visit a tourist spot again. This study aims to determine and explain the influence of Motivation, Destination Image, and Satisfaction on Tourists' Intentions to Visit Again in the City of Bandung.

The methods used in this study are quantitative survey and causal methods. The total respondents needed in the study amounted to 400 tourist respondents, with the determination of the number of respondents using nonprobability sampling techniques. The data analysis technique used in this study used SPSS V.23 software.

This research succeeded in revealing that Tourism Motivation, Destination Image, and Tourist Satisfaction have a positive and significant effect simultaneously or together and partially on the intention of tourists to visit Bandung City again. The independent variable that has the greatest influence is Tourist Satisfaction, this means that the higher tourist satisfaction will increase the intention to visit Bandung again by 0.133.

The results of this study are expected to be a reference for future research to obtain information on the factors that influence tourists to revisit tourist attractions, especially in the city of Bandung. The author suggests that all tourism parties ensure that tourists have satisfaction when visiting happily visiting the place and do not disappoint tourists with complaints that may occur when visiting.

Keywords: Tourism Motivation, Destination Image, Tourist Satisfaction, Structural Equation Modeling, Willingness to revisit