ABSTRACT

This study aimed to analyze the effect arising from Cognitive Image, Affective Image and Overall Image to Intention to Visit Dieng Plateau .

The variables used in this study is Cognitive Image, Affective image as an independent variable, Overall Image as an intervening variable and Intention To Visit as the dependent variable. The sample in this study were 207 respondents are prospective tourists and tourists who have visited the Dieng Plateau.The method used is convinience sampling by distribusting questionnaires to the respondents. The analysis method used in this study is quantitative method including validity and reliability test, Factor analysis, SEM analysis, offending estimates analysis, and CFA analysis.

The result of this study shows that Cognitif Imge, Affective Image, and Overall Image have such possitive and significant effect to Intention To Visit.

Keywords: Branding, Destination Image, Cognitive Image, Affective Image, Overall Image, Intention To Visit