ABSTRACT

Abundant and alluring natural wealth encourages Indonesia to create tourism. Various provinces have imposed a series of serious policies in tourism, as a result of which every tourist attraction has been polished and decorated to attract tourists. Dusun Semilir is one of the tourist destinations in Semarang Regency which has a unique concept, where it is a combination of nature tourism, rural tourism, education, and archipelago cuisine. In addition, in the midst of the Covid-19 pandemic, Dusun Semilir provided land and accommodated the surrounding MSMEs in the hope of being able to revive the community's economy. In addition to this phenomenon, a gap in the results of previous studies was found, namely the inconsistent relationship between the image of the destination and the intention of repeat visits. Based on the gap between previous research problems and sourced from business phenomena in the field, the purpose of this study is to build an empirical research model to overcome the gap between destination image and revisit intentions in order to encourage tourists to return to Dusun Semilir, through self-congruity and place attachment to a tourist destination.

The study began by developing a research framework, namely an analysis of the relationship between destination image, self-congruity, place attachment, and revisit intentions based on self-congruence theory from previous research. Data collection was obtained by 110 respondents using a questionnaire method consisting of open questions and closed questions. The criteria for respondents from this study were to have visited Dusun Semilir at least once, come from and/or reside outside Semarang Regency, at least seventeen years of age. Then an analysis of the data obtained quantitatively and structurally was carried out using the Structural Equation Modeling (SEM) method with the Analysis Moment of Structural (AMOS) 23 program.

This study found that the image of the destination had a significant effect on self-congruity, while self-congruity had a significant effect on the intention to revisit and place attachment, lastly, place attachment proved to have a significant effect on the intention of revisiting tourists from Dusun Semilir. Thus, all the hypotheses of this study can be accepted after modification of the model. The managerial implications of this research are expected to be a consideration and improvement for Dusun Semilir in managing Dusun Semilir destinations.

Keyword *: Destination Image, Self – Congruity, Place Attachment, Revisit Intention.*