

ABSTRACT

The prospect of developing tourism potential in Kebumen Regency in the future is considered by many parties to be very promising, and there are many opportunities to be developed. One of the mainstay beach attractions in Kebumen Regency is Menganti Beach. Menganti Beach is famous for its beautiful white sandy beaches, the diversity of tourist attractions, and the various infrastructure built will be tourist attractions. So, this study aims to analyze the influence of cognitive image, affective image, and unique image on visiting decision through the interest of visits as mediating; the study was conducted on the tourist attraction Menganti Beach, Kebumen Regency.

Research begins by developing a research framework that analyzes the relationship between cognitive images, affective images, unique images, visiting interests, and visiting decision. Data collection involved 110 responses with a questionnaire method consisting of open-ended questions about personal data and closed questions. This study took respondents who had visited the Menganti Beach tourist attraction, Kebumen Regency, at least once. Then, the data was analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment of Structural (AMOS) program version 22.

From the results of the study, it was found that cognitive image, affective image, and unique image have a positive and significant effect on visiting decision with the interest of visits as mediating variables and cognitive image, affective image, and unique image do not directly have a significant effect on visiting decision. The results of the managerial implications of this study can be suggestions for improvement for the managers of the Menganti Beach tourist attraction.

Keywords: *Expectancy Theory, Cognitive Image, Affective Image, Unique Image, Visit Intention, Visiting Decision*