

ABSTRACT

The potential of Semarang Regency's natural resources greatly supports the survival and growth of tourism in regions that are competitively superior to other regions. One of them is Bukit Cinta Rawa Pening, a hilly tourist area located in Kebondowo Village, Banyubiru District, but due to lack of attention from the manager of Bukit Cinta, there is a decrease in the number of tourists.

The population in this study were tourists visiting the Bukit Cinta Rawa Pening tourism object located in Semarang Regency. With purposive sampling sampling technique. Furthermore, a multiple regression analysis tool was used using the SPSS 23.0 program tool.

The conclusion of this study is that there is a positive and partially significant influence between the value of customers on interest in revisiting; and between customer value and visitor satisfaction; and also between visitor satisfaction with interest in tourist revisits. But there is a positive influence that is not partially significant between destination image and the quality of service to interest in repeat visits; also between destination image and service quality to visitor satisfaction.

Keywords : Customer Value, Destination Image, Service Quality, Tourist Satisfaction, Tourist Revisiting Interest