

## **ABSTRACT**

*This study aims to analyze the factors that influence the frequency of tourist visits to Kampung Jawi. Although Kampung Jawi is the main priority of the thematic village tourism program by the Semarang City Tourism Office, it has experienced a decline in visitors after infrastructure improvements. The variables used in this study are travel costs, travel costs of other attractions, income, food quality, comfort of tourist attractions, and services. There are 100 sample respondents selected using accidental quota sampling method. The quantitative method used in analyzing this research is tobit regression. The results showed a negative effect of travel costs on the frequency of tourist visits. In contrast, income and tourist comfort have a positive influence on the frequency of visits. In addition, the cost of traveling to Desa Kandri, food quality, and service have no effect on the frequency of visits. These findings provide implications for the government and the management of Kampung Jawi to increase the number of tourist visits.*

*Keywords: Frequency of Tourist Visits; Tourism Demand; Travel Cost; Tobit Regression; Kampung Jawi*