

ABSTRACT

This study aims to analyze the influence of income, destination image, service quality, and religiosity on tourist visits to the Great Mosque of Central Java (MAJT). As one of the religious tourism destinations in Central Java, MAJT offers architectural attractions and modern facilities that serve as magnets for tourists. The research employs a quantitative approach using a survey method, involving 100 respondents selected based on specific criteria. Data collection was conducted through questionnaires distributed directly to the respondents.

Data analysis utilized multiple linear regression with the assistance of SPSS 23 software. The results indicate that the variables of income and religiosity have a positive and significant impact on tourist visits, with regression coefficients of 0.536 and 0.741, respectively. In contrast, the destination image and service quality variables demonstrate a negative impact, with coefficients of -0.89 and -0.101. Simultaneously, all independent variables were found to have a significant influence on tourist visits to MAJT.

These findings provide important implications for MAJT management to conduct evaluations and improvements, particularly concerning the destination image and service quality, which still show negative impacts. Strengthening religiosity aspects and adjusting strategies based on income segmentation should also be considered to enhance the number of tourist visits. This study is expected to serve as a reference for further development related to the management of religious tourism destinations in Indonesia.

Keywords: Income, Destination Image, Service Quality, Religiosity, Tourists, MAJT