

ABSTRACT

Development of the tourism industry is a competitive strength every area if managed properly. Visit Central Java 2013 is a movement to raise awareness of all parties to realize that Central Java has tremendous potential, but has not been used to generate income for the people at large. Ranggarwasita museum in the city of Semarang, Central Java, is one of the main tourist destinations are prepared to Visit Central Java 2013. Ranggawarsita Museum is the largest museum in Central Java, which has a fairly complete collection. The problem in this study is the declining number of tourist visits to the Museum Ranggawarsita Semarang. The purpose of this study was to determine the factors that affect the intention to revisit Ranggawarsita Museum Semarang.

In this study developed a modeling with seven hypotheses that have been formulated. The sample in this study amounted to 110 respondents who were visitors Ranggawarsita Museum Semarang. The method used in this study is PLS-SEM method.

The results showed that the variables that significantly influence intention to revisit variable is a variable promotion, service quality variables and variables tourist attraction. Then, the variables that significantly influence the image variables are variables promotional tour and the variable quality of service. and the variables that affect the tourist attraction is the variable quality of service.

Keywords: *Service Quality, Intention to Revisit, Image Tourism, Promotion, Tourism Attractiveness, Museum.*