

ABSTRACT

This study aims to analyze the effect of destination image, perceived service quality, perceived value, and event quality on revisit intention with tourist satisfaction as an intervening variable. The population in this study were visitors to Candi Borobudur and the number of samples used in this study were 142 respondents. In the process of collecting data, this research uses a questionnaire method. The analysis technique used is Structural Equation Modeling (SEM) with the AMOS 22.0 analysis tool.

The results showed that destination image has a positive and significant effect on tourist satisfaction, perceived service quality has a positive and significant effect on tourist satisfaction, perceived value has a positive and significant effect on tourist satisfaction, event quality has a positive and significant effect on tourist satisfaction and tourist satisfaction has an effect positive and significant on revisit intention.

Keywords: Destination Image, Perceived Service Quality, Perceived Value, Event Quality, Tourist Satisfaction, Revisit Intention.