

ABSTRACT

This study is based on a research gap between tourist involvement and revisit intention. The purpose of this study is to develop a conceptual model of how the destination attractiveness and tourist involvement processes give a positive influence on revisit intention through destination attachment. This study uses a sample of 170 respondents from Semarang City tourism visitors. The sample collection technique used is purposive sampling.

Analysis method uses structural equation model (SEM). The results of the goodness of fit criteria are Chi-Square = 125,009; Probability = 0,000; CMIN/DF = 1,736; GFI = 0.906; AGFI = 0.864; TLI = 0.953; CFI = 0.963; and RMSEA = 0.066. The model is generally well received. Thus the model is declared feasible to use.

The results show that the three hypotheses have a positive and significant effect, namely destination attractiveness to tourist involvement, tourist involvement to destination attachment, and destination attachment to revisit intention. However, two hypotheses are rejected, namely destination attractiveness to destination attachment and tourist involvement to revisit intention. This study still has limitations that can be considered for further research.

Keywords: *destination attractiveness, tourist involvement, destination attachment, revisit intention*