

ABSTRACT

Yulia Aji Puspitasari : Master of Management Departemen, Faculty of Economic and Business, Universitas Pembangunan Nasional "Veteran" Yogyakarta, March 2019. The Effect of Attraction, Destination Quality, and Tourist Motivation on Intention to Revisit Heritage Tourism in the Special Region of Yogyakarta that is Mediated by Tourist Satisfaction. Preceptor I : Dr Dr. Dyah Sugandini, SE, M.Si and Preceptor II : Dr. Yuni Istanto, M.Si.

This study aims to determine the effect of attraction, destination quality, and tourist motivation on the intention to revisit through tourist satisfaction as a mediating variable, knowing the direct influence of attraction, destination quality, and tourist motivation on the intention to revisit. The survey was conducted at heritage tourism in the Special Region of Yogyakarta. The population in this study is that visitors who have the intention to visit at least have visited one time before that the researchers met when collecting data, with a sample of 250 people. Sampling using purposive sampling technique. The analysis model is descriptive analysis and the analytical technique used is SEM (Structural Equation Modeling) with the AMOS 2.1 program.

The results of the study found that attractiveness, destination quality, and tourist motivation had a positive and significant effect on the intention to return through tourist satisfaction. Attractiveness, destination quality, and tourist motivation directly and significantly positive effect on the intention to visit again.

Key Word : Intention to Revisit, Attraction, Destination Quality, Tourist Motivation, and Tourist Satisfaction