ABSTRACT

Foreign tourists' satisfaction is a key factor that can determine tourism demand. Foreign tourists have limited information about tourist destinations compared to local tourists, making their experience or satisfaction during their first visit a benchmark for whether they will return in the future. This study analyzes the impact of foreign tourists' satisfaction on their intention to revisit Kota Lama Semarang in the future. The level of satisfaction is measured using the 5A indicators (Attractions, Amenities, Accessibility, Activities, and Accommodation) through the Holiday Satisfaction (HOLSAT) method. The study uses a sample of 85 foreign tourists who have visited Kota Lama Semarang. Apart from satisfaction level as the main variable, there are four control variables: income expectation, economic distance, age, and gender. Using logistic regression, it was found that satisfaction levels with attractions, accessibility, and accommodation have a positive and significant impact on the intention to revisit in the future. However, satisfaction with amenities and activities does not have a significant impact on the intention to revisit in the future.

Keywords : *foreign tourists, tourists satisfaction, revisit intention, holiday satisfaction,* Kota Lama Semarang