

ABSTRACT

Indonesia's tourism sector continues to show positive growth, not only through its captivating natural beauty but also through the development of artificial tourism that offers educational experiences, entertainment, and social interaction within a single visit package. Amid competition among destinations, zoos have become an increasingly popular family recreational alternative, serving recreational, educational, and conservation functions. However, Semarang Zoo, as one of the artificial tourism destinations in Semarang City, faces a real challenge with a decline in visitor numbers over the past few years. This situation highlights the importance of evaluating visitor perceptions and experience management strategies that can foster loyalty.

This study aims to analyze the influence of brand image, memorable tourist experience, tourist engagement, and destination identity on the intention to revisit Semarang Zoo. The study uses a quantitative approach with a survey technique involving 236 respondents who meet the criteria: at least 18 years old, have visited Semarang Zoo, and reside in Indonesia. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS 25. The results show that most relationships between variables in the model significantly affect the intention to revisit. However, the influence of memorable tourist experience on destination identity was found to be insignificant, although the direction of the effect was positive.

These findings confirm the importance of strengthening brand image and tourist engagement to build loyalty and increase revisit intention. Furthermore, memorable tourist experiences need to be repackaged to better reflect the unique identity of the destination. With this strategy, Semarang Zoo can encourage an increase in repeat visits from its visitors.

Keywords: brand image, memorable tourist experience, tourist engagement, destination identity, revisit intention, SEM AMOS

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