

ABSTRACT

Kudus is one of the districts in Central Java that has various tourism potentials that can be used as a place of recreation. The most prominent potential among others is the cigarette industry so that Kudus is known as the City of Kretek and the Kretek Museum was built as a place to store historical objects related to cigarettes. The Kudus Kretek Museum is one of the prominent tourist attractions and is a pretty good attraction in the tourism industry. However, the number of visitors has decreased, namely in 2018 and the number of visitors to this museum is less than the other two tourist attractions in Kudus. This study aims to analyze the effect of service quality, tourist image, innovation on interest in repeat visits mediated by tourist attraction variables at the Kudus Kretek Museum tourism object.

The results of this study that took 40 respondents from visitors to the Kudus Kretek Museum Tourism Object, Central Java and processed using the two stage least square (TSLS) method, showed that: Simultaneously, service quality, tourist image and innovation affect the tourist attraction of Kretek Museum tourism object. Kudus, while the quality of service and innovation partially affect tourist attraction, and innovation does not affect tourist attraction at the Kudus Kretek Museum tourist attraction. Simultaneously service quality, tourist image, innovation and tourist attraction affect the interest in revisiting the Kudus Kretek Museum, while partially service quality and innovation affect the interest in repeat visits, while the image of tourism and tourist attraction does not affect the interest in visiting. return to the attraction of the Holy Kretek Museum.

The results of this study can be a recommendation for the management of the Kudus kretek museum regarding the factors that influence tourist attraction and interest in returning tourists.

Keywords: Quality of Service, Tourism Image, Innovation, Interest in Revisit, Tourist Attraction.