

ABSTRACT

Urban tourism is becoming the most popular tourist destination to visit. Urban tourism is a complex phenomenon and consists of various activities such as architectural heritage. Kota Lama as a heritage tourism in Semarang is a form of urban tourism. The success of tourism in the Old Town depends on the level of satisfaction of tourists. Increased tourist satisfaction can affect individual consumption such as the intention to revisit to the destination.

The purpose of the study was to analyze the factors that affect the satisfaction of pedestrian tourists in Semarang Old Town tourism using primary data with the questionnaire collection method. The analysis method uses multiple linear regression with tourist satisfaction as a dependent variable, and socio-economics independent variables (gender, age, employment status, education level, individual/household income level), travel expenses, built environment (building architecture, parks, museums, street furniture, information centers), and walkability (accessibility, comfort, connectivity, security).

The results of the study obtained socio-economics variables of age, employment status, and income level of individuals / households had a positive and significant effect, the level of education had a significant negative effect on tourist satisfaction. Variable travel costs have a significant negative effect on tourist satisfaction. The built environment variables of building and park architecture have a positive and significant effect, while museums, street furniture, information centers have a significant negative effect on tourist satisfaction. The walkability variables of accessibility, comfort, connectivity, safety have a positive and significant effect on tourist satisfaction.

Key word : urban tourism, heritage tourism, pedestrian tourist, tourist satisfaction, socio-economics, built environment, travel cost, walkability