

ABSTRACT

The rapid growth of digital media and increasing competition among tourist destinations have made it important to understand how tourists form their intention to visit. This study aims to examine the effects of user-generated content, city attractiveness, and event quality on visit intention through destination image and tourism satisfaction in the Semarang Old Town Area.

This study employed a quantitative approach with purposive sampling. Data were collected from 184 respondents who had visited the Semarang Old Town Area and were analyzed using Structural Equation Modeling (SEM) with AMOS 21.

The results demonstrate that user-generated content, city attractiveness, and event quality have positive and significant effects on destination image. City attractiveness and event quality also have positive and significant effects on tourism satisfaction. Furthermore, destination image and tourism satisfaction have positive and significant effects on visit intention. In contrast, destination image does not have a significant effect on tourism satisfaction. These findings indicate that although a positive destination image is important in encouraging visit intention, it does not automatically translate into tourist satisfaction.

The findings strengthen the application of the Theory of Planned Behavior and Stimulus-Organism-Response framework in explaining tourist visit intention. From a managerial perspective, destination managers should strengthen destination image through authentic tourist-generated content and attractive destination attributes while improving event quality and the overall tourism experience to encourage visit intention.

Keywords: *User-Generated Content, City Attractiveness, Event Quality, Destination Image, Tourism Satisfaction, Visit Intention.*

JEL Classification: *M31, Z32, L83*