ABSTRACT

Currently, there are more and more tourist destinations in various regions, especially in Indonesia, both natural and artificial tourism, which makes competition in the tourism object business more and more in demand. Eling Bening tourism object is expected to provide quality services in order to attract the attention of tourists in Semarang Regency and its surroundings. The amount of frequency of visits will affect the development of a tourist attraction from tourists who visit it. Eling Bening tourism object when viewed from the development of the frequency of visits, will experience different developments and there are factors that affect the increase or decrease which will have a significant impact on tourism development in Semarang Regency in particular. This study looks at whether the factors of tourism object image, tourist attraction, and quality of tourism objects can have a major influence on tourist visiting decisions and tourist satisfaction with Eling Bening tourism objects using the Structural Equation Modeling (SEM) approach. The results of testing using SEM show that tourist satisfaction is influenced by the decision to visit tourists. To obtain a high decision to visit tourists, it can be seen from the image of the tourist object, the attractiveness of the tourist object and the quality of the tourism object service.

Keywords: image, attractiveness, service quality, decision to visit, satisfaction

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