

ABSTRACT

DIY Province is an ASEAN-level tourist destination which is one of the pilots in Indonesia. However, based on the phenomenon in Java itself, DIY is the province with the lowest number of foreign tourist visits compared to DKI Jakarta, East Java, and West Java in 2022. It is known that DIY Province has several leading tourist destinations that should be able to attract foreign tourists such as the Yogyakarta Palace, Taman Sari, Borobudur Temple, Kotagede, Malioboro, Sonobudoyo Museum, Mount Merapi, Ullen Sentalu Museum, and HeHa Ocean View. Based on the pre-research results, it is known that the majority of respondents, namely 35%, chose Bali as their favorite destination, followed by NTB and East Java which are the preferred destinations of tourists with a percentage of 20% each, then DKI Jakarta with a percentage of 15%, and finally DIY with a percentage of 10%. In addition, in the pre-study, it is also known that the respondents' perceptions of DIY related to revisit intention are still low because in each statement given, the majority of the answers are found to be “maybe” and “no”.

This study uses foreign tourists as the object of research, then sampling is done using purposive sampling and has several criteria. The sample in this study were 200 respondents who were over 17 years old, foreign tourists and had visited to travel in DIY tourist destinations at least 1 (one) time within the past 1 (one) year. The data collected will be analyzed using the CB-SEM (Covariance-Based Structural Equation Modeling) method and processed with AMOS software.

The research findings indicate that based on the 10 hypotheses in this study, it was found that 9 hypotheses were accepted and 1 hypothesis was rejected. There are H_a that are accepted, namely Destination Image has a positive effect on Tourist Satisfaction, Experience has a positive effect on Tourist Satisfaction, Tourist Motivation has a positive effect on Tourist Satisfaction, Destination Image has a positive effect on Revisit Intention, Experience has a positive effect on Revisit Intention, Tourist Motivation has a positive effect on Revisit Intention, Tourist Satisfaction has a positive effect on Revisit Intention, Destination Image has a positive effect on Revisit Intention through Tourist Satisfaction and Experience has a positive effect on Revisit Intention through Tourist Satisfaction. While the rejected H_a is the influence between Tourist Motivation on Revisit Intention through Tourist Satisfaction.

Keywords: Destination Image, Experience, Tourist Motivation, Tourist Satisfaction, Revisit Intention, DIY Province