

ABSTRACT

THE INFLUENCE OF TOURISM ATTRACTION AND DESTINATION IMAGE ON INTEREST IN RE-VISITING BEACH MINANG RUA TOURISM SOUTH LAMPUNG DISTRICT

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The Minang Rua beach tourist attraction is a tourist spot that offers the beauty of the beach. The aim of this research is to determine the influence of tourist attraction, destination image and interest in returning. The research uses quantitative research with the causality method, the sample in this research is 90 respondents. Sampling used a nonprobability sampling method, a purposive sampling technique which was calculated using the formula Hair., et al. Data collection uses a questionnaire consisting of statements that cover all research variables. The data analysis method used is multiple linear regression analysis and hypothesis testing, t test and f test. Data processing uses SPSS version 20 software. The results of the research show that tourist attraction and destination image partially and simultaneously have a significant positive effect on interest in returning to Minang Rua Beach tourism, South Lampung Regency.

Keywords: Tourist Attraction, Destination Image, Interest in Returning

