

INTISARI

Tujuan dari penelitian ini adalah untuk menentukan pengaruh *cognitive image* dan *affective image* terhadap niat wisatawan Surabaya untuk berkunjung kembali ke Kota Batu. Sampel dari penelitian ini terdiri dari wisatawan Surabaya yang mengunjungi Kota Batu dalam 6 (enam) bulan terakhir. Data diperoleh dari total 150 wisatawan Surabaya. Analisis deskriptif seperti persentase, frekuensi serta tes statistik seperti *Confirmatory Factor Analysis* (CFA), analisis reliabilitas digunakan untuk analisis data yang diperoleh. Selanjutnya, *Structural Equation Model* (SEM) digunakan untuk menganalisa pengaruh *cognitive image* dan *affective image* terhadap *revisit intention* wisatawan Surabaya ke Kota Batu.

Penelitian menyimpulkan bahwa *cognitive image* dan *affective image* berpengaruh terhadap *revisit intention* wisatawan Surabaya ke Kota Batu.

Kata kunci: *Destination Image*, *Revisit intention*, Wisatawan Surabaya, *Structural Equation Model* (SEM), Kota Batu

ABSTRACT

The objective of this study is to determine the impact of cognitive image and affective image on the intention of Surabaya tourists to revisit Batu City. The sample group of the study comprised of Surabaya tourists who visited Batu City in the last 6 months. Data obtained from a total of 150 Surabaya tourists for the application. Descriptive analyses such as percentage, frequency as well as statistical test such as Confirmatory Factor Analysis (CFA), reliability analysis were used in the analysis of the obtained data. Furthermore, Structural Equation Model (SEM) was used to analyze the impact of cognitive image and affective image on revisit intention Surabaya tourists to Batu City.

The study concluded that cognitive image and affective image did have an impact on revisit intention Surabaya tourists to Batu City.

Keywords: Destination Image, Revisit Intention, Surabaya Tourist, Structural Equation Model (SEM), Batu City