



**FACTORS OF DESTINATION IMAGE IN AFFECTING
TOURIST INTENTION TO REVISIT (A CASE OF DESA
WISATA NAGARI ANDALEH, WEST SUMATERA)**

By:

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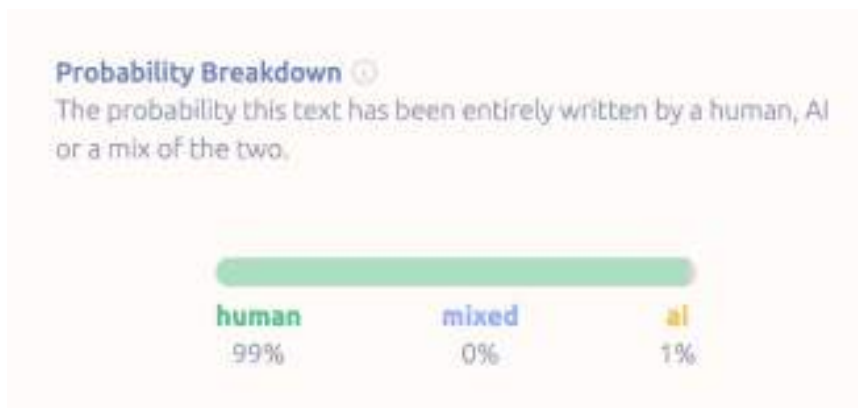
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CHAPTER I



CHAPTER II



CHAPTER III



CHAPTER IV



CHAPTER V



ABSTRACT

Purpose - The purpose of this research is to examine the community involvement, destination image, service quality as the driving factors of intention to revisit in Desa Wisata Nagari Andaleh, West Sumatera

Design/Methodology/Approach - As it is quantitative research, this research uses a questionnaire as its instrument. to analyze the data using Structural Equation Model analysis. The questionnaire was distributed to 179 respondents who have ever visited Desa Wisata Nagari Andaleh, West Sumatera. A purposive sampling method was chosen for this research.

Findings - This study found that community involvement has a significant influence on Destination image, Service quality has a significant influence on Destination image, Service quality has a significant influence on Intention to revisit, and Destination image has a significant influence on Intention to revisit.

Originality/Value - The authors believe that this study is the first study that discusses Intention to revisit in Desa Wisata Nagari Andaleh, West Sumatera

Keywords – *Community Involvement, Destination Image, Service Quality, Intention to Revisit, Desa Wisata Nagari Andaleh*

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