

ABSTRACT

The city of flowers or what is called the city of Bandung and the capital of the province of West Java is known for its polite native manners and a city full of tourism, so many tourists visit. In 2019 DISBUDPAR recorded the number of tourists who came to Bandung and after data collection, it was found that a decrease in tourists was around 30 to 40% of visitors who made repeat visits so that DISBUDPAR made a review of the quality of service at tourist attractions. With this study the authors conducted further research to see the influence of the quality of tourism services on the interest of revisiting the city of Bandung. This research uses descriptive causal analysis techniques, quantitative research methods and also uses the sampling method used is nonprobability sampling with distributing questionnaires to 100 respondents. The results showed that the quality of tourism services, with a value of 82.9%, could be categorized as "Very Good". Meanwhile, Revisiting Interest has a value of 85.9%. This can be categorized as "very good", because the city of Bandung for respondents is one of the places that must be visited for vacation spots. The results of this study amounted to 52.5% while the remaining 47.5%, by other factors not examined by the author.

Keywords: service quality, interest in revisiting, quantitative research.