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ABSTRACT

THE INFLUENCE OF DESTINATION IMAGE, MOTIVATION, AND SERVICE QUALITY DESCRIPTION OF INTEREST TO VISIT TOURISTS TO SINGAPORE

Tourism is one of the important sectors that support a country's economic growth. The development of world tourism experienced considerable growth with a total of 1.3 billion million worldwide. Singapore is a country that has beautiful tourist destinations and can be a tourist attraction including UIB students.

Shopping tourism in Singapore is also a supporting factor for tourists to make a return visit. The number of shopping tours of luxury goods, medium to low and cheap are also found in Singapore..

To maintain tourist visits to Singapore, there are several factors that must be considered, three of which are the description of destinations, motives and service quality which are the variables that the author will examine in this report.

Keywords: Tourism, Destination Overview, Motivation, Service Quality, Intention to revisit.