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***ANALYSIS OF EFFECT IN DESTINATION IMAGES AND PERCEIVED
QUALITY AGAINST THE INTERESTS TO REVISIT DESTINATION AT
ASIAN COUNTRIES***

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ABSTRACT

The following research discusses the evaluation of cognitive goals, affective, and conative including quality perception of someone's desire to return to destination at Asian countries.

The population of this study was the Batam people with population target who ever visit Asia Country with 300 sample to be tested. The following research was tested using multiple linear regression methods. The data processing of this research was carried out with SPSS program.

The results of the research state that only the cognitive destination image does not have positive effect on intention to return to destination at Asian countries, while the affective destination image, conative and perceived quality have significant influence on the intention to return to destination at Asian countries.

Keywords: *Cognitive Destination Image, Affective Destination Image, Conative Destination Image, Perceived Quality, Batam City, Asian Countries.*