# ABSTRACT

*This study of DKI Jakarta Old Town area aims to determine: 1) destination image has positive and significant effect against revisit intention, 2) destination image has positive and significant effect against tourist satisfaction, 3) tourist motivation has positive and significant effect against tourist satisfaction, 4) tourist motivation has positive and significant effect against revisit intention, 5) novelty seeking has positive and significant effect against tourist satisfaction, 6) novelty seeking has positive and significant effect against revisit intention, 7) tourist satisfaction has positive and significant effect against revisit intention, 8) destination image has positive and significant effect against revisit intention through tourist satisfaction, 9) tourist motivation has positive and significant effect against revisit intention through tourist satisfaction, and 10) novelty seeking has positive and significant effect against revisit intention through tourist satisfaction. This study was involving 200 respondents and analysed by path analysis on IBM SPSS Statistics 24 and LISREL 8.54. All hypotheses are accepted with positive and significant effect.*

*Keywords: UNESCO, heritage, tourism, museum, Jakarta*