Loyalty Program for Local Tourism in Kediri Residency

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Abstract. Kediri Residency has a lot of potential tourism place. Tourist’s visit to some place can influence their loyalty level. The indicator of their loyalty can be shown by revisiting the place and also give a recommendation to their relatives. The purpose of this research is to know how is the condition of tourism in Kediri Residency, to analyse the loyalty level of local tourism who have ever go to Kediri Residency, to know the indicator that influence loyalty, and to plan a program that can be increased loyalty level of the local tourism in Kediri Residency. There are 3 variables that influence loyalty level, they are destination image, destination satisfaction, and destination experience. Each variables have an indicators that also influence loyalty level and it needs to be improved. This research is done using Structural Equation Modelling (SEM), to know what the variables that influence loyalty are. Then, quadrant analysis is done for variable that influence loyalty and can be improved. Quadrant analysis is used to group variables base on the importance level and the perception from tourism. The variables that have high importance level and low perception are the variables priority that must be improved. Quality Function Deployment (QFD) method is used to know the things that must be done by government and tourism manager to increase the loyalty level of local tourism.

Keyword: Loyalty, Quadrant Analysis, Structural Equation Modelling, Quality Function Deployment, Local Tourism

1. Introduction
Tourism is an asset that had by a country, but it can not copy by the other parties. Kediri Residency is consists of 5 cities that located is near each other. They are Kediri, Blitar, Nganjuk, Trenggalek, and Tulungagung. Kediri Residency have a lot of potential place that can be a tourism object and it can be divided into 5 categorized, they are natural, history, religious, family, and the other. Each government in Kediri Residency have a program for promote their own city, like Kediri Lagi,