INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Perceived Brand Salience* terhadap *Destination Loyalty* pada obyek wisata Bali. Pengolahan data dilakukan dengan menggunakan pendekatan kuantitatif dan jenis penelitian ini adalah penelitian kausal. Variabel yang digunakan dalam penelitian ini yaitu *perceived brand salience, perceived brand quality, perceived brand image* (lingkungan fisik dan karakteristik masyarakat), *perceived brand value,* dan *destination loyalty.* Teknis analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan program SPSS 16.0 *for windows* dan AMOS versi 22.

Penelitian ini menggunakan sampel berupa responden yang pernah berkunjung ke Bali dengan jumlah sampel yang digunakan dalam penelitian ini sebanyak 200 responden. Hasil penelitian ini menunjukkan adanya pengaruh *Perceived Brand Salience* terhadap *Destination Loyalty* pada obyek wisata Bali.

Kata kunci: *Brand Quality, Brand Image-Physical Environment, Brand Image-People Characteristics, Brand Value, Destination Loyalty*

ABSTRACT

This study aims to determine and analyze the influence of Perceived Brand Salience to Destination Loyalty in Bali tourism object. Data processing is done by using quantitative approach and this type of research is causal research. Variables used in this study are perceived brand salience, perceived brand quality, perceived brand image (physical environment and people characteristics), perceived brand value, and destination loyalty. Technical analysis of data used is Structural Equation Modeling (SEM) using SPSS 16.0 for windows and AMOS version 22.

This study used a sample of respondents who have visited Bali with the number of samples used in this study as many as 200 respondents. The results of this study indicate the influence of Perceived Brand Salience to Destination Loyalty on Bali tourism object.

Keyword*: Brand Quality, Brand Image-Physical Environment, Brand Image-People Characteristics, Brand Value, Destination Loyalty*

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