INTISARI

Penelitian ini bertujuan untuk menguji konsep *Travel Career Ladder* (TCL) teori hierarki kebutuhan Maslow yang terdiri dari *Self-fullfilment needs*, *Self-esteem needs*, *Relationship needs*, *Safety/Security needs*, *Physiological needs* terhadap *Islamic Tourism Destination* Sunan Ampel.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode Structural Equation Modelling (SEM) dengan software Partial Least Square (PLS) dengan melakukan evaluasi pada tahap *Measurment* dan *Structural*. Penelitian ini melibatkan 150 responden yang pernah mengunjungi destinasi wisata Islam Sunan Ampel.

Temuan penelitian menunjukkan bahwa *Islamic Compliance with Self-fullfilment, Islamic Compliance with Self-esteem needs, Islamic Compliance with Relationship needs, Islamic Tourists Safety/Security needs, Islamic Compliance with Physiological needs* berpengaruh signifikan terhadap *Islamic Tourism Destination* pada Sunan Ampel.

Kata kunci : *Self-fullfilment needs*, *Self-esteem needs*, *Relationship needs*, *Safety/Security needs*, *Physiological needs*.

ABTRACT

This research aims to test the concept of Travel Career Ladder (TCL) Maslow's hierarchy of needs, which consist of Self-fullfilment needs, Self-esteem needs, Relationship needs, Safety/Security needs, Physiological needs influential to Islamic Tourism Destination in Sunan Ampel.

This research use a quantitative approach using Structural Equation Modelling (SEM) method with Partial Least Square (PLS) software and do an evaluation on Measurment and Structural phase. The study involved 150 respondents whomever have stayed at the Islamic Tourism Destination in Sunan Ampel.

Reseacrh findings show that Islamic Compliance with Self-fullfilment, Islamic Compliance with Self-esteem needs, Islamic Compliance with Relationship needs, Islamic Tourists Safety/Security needs, Islamic Compliance with Physiological needs significantly influential toward the Walisongo My Islamic Tourism Destination.

Keywords: Self-fullfilment needs, Self-esteem needs, Relationship needs, Safety/Security needs, Physiological needs.