

ABSTRACT

The purpose of this paper is to explore both the cognitive image and affective image and examine the effect of destination image through both aspect on satisfaction level and tourist loyalty. The data used in this study comes from primary data, namely data obtained through the distribution of questionnaires. This measurement uses the interval measurement level, which is a measurement that has the same distance and clear difference. This study uses a quantitative approach through statistical testing. Tests conducted using Structural Equation Modeling (SEM) with the help of Analysis of Moment Structured (AMOS 22)

The result showed that the cognitive image have positive significant effect to affective image. Cognitive image has a significant effect on tourist satisfaction. Affective image has a significant effect on tourist satisfaction. While cognitive image, affective image, and tourist satisfaction does not affect the tourist loyalty.

Keywords : destination image, cognitive image, affective image, tourist satisfaction, tourist loyalty

