PENGARUH *SERVICE QUALITY, DESTINATION IMAGE, CONSUMER EXPERIENCE* DAN *DESTINATION SATISFACTION* TERHADAP *DESTINATION LOYALTY* JAMAAH UMROH INDONESIA DI MADINAH DAN MEKAH

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *service quality* terhadap *destination loyalty*, *destination image* terhadap *destination loyalty, destination image* terhadap *destination satisfaction*, *consumer experience* terhadap *destination satisfaction*, *consumer experience* terhadap *destination loyalty, destination satisfaction* terhadap *destination loyalty.*

Dalam penelitian ini, jenis penelitian yang akan digunakan pada skripsi ini adalah jenis penelitian kuantitatif, dimana penelitian ini akan mengumpulkan data- data dari penyebaran kuesioner dengan target wisatawan Indonesia di Madinah dan Mekah. Di dalam kuesioner tersebut akan mencakup semua variabel-variabel yang ada di dalam penelitian ini serta diolah dengan SEM AMOS.

Hasil dari penelitian ini adalah *service quality* berpengaruh terhadap *destination image*, *destination image* berpengaruh terhadap *destination loyalty, destination image* berpengaruh terhadap *destination satisfaction*, *consumer experience* berpengaruh terhadap *destination satisfaction*, *consumer experience* berpengaruh terhadap *destination loyalty, destination satisfaction* berpengaruh terhadap *destination loyalty.*

Kata kunci: *service quality, destination loyalty, destination image, destination satisfaction, consumer experience*

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ABSTRACT

The purpose of this study is to determine the effect of service quality on destination loyalty, destination image on destination loyalty, destination image on destination satisfaction, consumer experience on destination satisfaction, consumer experience on destination loyalty, destination satisfaction on destination loyalty.

In this study, the type of research that will be used in this thesis is a type of quantitative research, where this research will collect data from questionnaires targeting Indonesian tourists in Medina and Mecca. The questionnaire will cover all the variables in this study and will be processed with SEM AMOS.

The research results that service quality influences destination image, destination image influences destination loyalty, destination image influences destination satisfaction, consumer experience influences destination satisfaction, consumer experience influences destination loyalty, destination satisfaction influences destination loyalty.

Keywords*: service quality, destination loyalty, destination image,Destination Satisfaction. consumer experience*