PENGARUH *PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, DESTINATION IMAGE, ATTITUDE VISITING BEHAVIOR, TOURIST SATISFACTION* TERHADAP *TOURIST LOYALTY* PADA WISATAWAN PANTAI TELUK IJO DI BANYUWANGI

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ABSTRAK

Indonesia memiliki garis pantai yang panjang sehingga terdapat banyak wisata berupa pantai yang tersebar di berbagai daerah. Berwisata dipantai dilipilih karena dapat menjadi sarana untuk menenangkan diri dari kejenuhan aktifitas normal. Banyuwangi merupakan salah satu kabupaten di provinsi Jawa Timur yang sedang naik daun akhir-akhir ini. Teluk Ijo sebagai salah satu wisata dari banyaknya tempat wisata di Banyuwangi, pantai ini juga sering dijuluki dengan surge tersembunyi di Banyuwangi. Teluk Ijo memiliki teluk berwarna hijau jika dilihat dari kejauhan dengan keunikan berupa hamparan pasir putih yang mampu memanjakan mata wisatawan yang datang dibandingkan dengan pantai di Banyuwangi lainnya. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived service quality, perceived value, destination image, attitude visiting behavior, tourist satisfaction* terhadap *tourist loyalty* pada wisatawan Pantai Teluk Ijo di Banyuwangi. Penelitian dengan berbasis *causal research* diuji secara empiris dengan menggunakan data kuesioner sejumlah 150 responden. Analisis penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS 18 dan *software* AMOS 22. Hasil penelitian menunjukkan bahwa *perceived service quality, perceived value, destination image, attitude visiting behavior, tourist satisfaction* berpengaruh signifikan terhadap *tourist loyalty*.

Kata Kunci: *Perceived Service Quality, Destination Image, Attitude Visiting Behavior, Tourist Satisfaction, Tourist Loyalty*

THE EFFECT OF PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, DESTINATION IMAGE, ATTITUDE VISITING BEHAVIOR, TOURIST SATISFACTION **TERHADAP** *TOURIST LOYALTY ON TOURIST ON PANTAI IJO IN BANYUWANGI*

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ABSTRACT

Indonesia has a fairly long coastline so that there are many tourist attractions in the form of beaches that are scattered in various regions. Travelling on the beach is chosen because it can be a means of calming down from the saturation of normal activities. Banyuwangi is one of the regencies in East Java Province which is on the rise lately. Teluk Ijo as one of the tourist attractions of the many tourist attractions in Banyuwangi, this beach is also often dubbd the hidden wave in Banyuwangi. Teluk Ijo has a green bay when viewed from a distance with a unique form of white sand that can spoil the eyes of tourists who come compared to other beaches in Banyuwangi. This study aims to determine the effect of perceptions of service quality, perceived value, destination image, attitude of visiting behavior, tourist satisfaction on the loyalty of tourists from Teluk Ijo Beach, Banyuwangi. This research based on causal research was tested empirically by using questionnaire data of 150 respondents. The analysis of this study used SEM (Structural Equation Modeling) with SPSS 18 software and AMOS 22 software. The results showed that service quality perceptions, perceived value, destination image, attitude visiting behavior and tourist satisfaction had a significant effect on tourist loyalty.

Keywords: Perceived Service Quality, Destination Image, Attitude Visiting Behavior, Tourist Satisfaction, Tourist Loyalty