

THE EFFECT OF EVENT QUALITY, DESTINATION IMAGE, VALUE PERCEPTION, TOURIST SATISFACTION, AND DESTINATION LOYALTY ON THE PEMUTERAN BAY FESTIVAL IN BALI

WILLIAM SUSANTO

Faculty of Business and Economics, University of Surabaya

SITI RAHAYU

Faculty of Business and Economics, University of Surabaya

ADI PRASETYO TEDJAKUSUMA

Faculty of Business and Economics, University of Surabaya

Abstract - *This study was conducted to analyze the effect of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty on the Pemutran Bay Festival in Bali. This study uses the Non-Probability Sampling technique to obtain a sample. Questionnaires were distributed to 110 respondents online, especially those who live in Bali with a minimum age of 18 years and a minimum of high school/vocational education. The research used SPSS and AMOS software. Prior to the research, the Validity Test and Reliability Test were conducted. After that, a descriptive analysis was carried out on the data. To determine the effect between endogenous and exogenous variables. The results of this study are that there is a significant and positive relationship between the dimensions of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty on the Pemutran Bay Festival in Bali. From the results of the study explained that the quality of the event, destination image, perceived value, tourist satisfaction had a positive relationship with destination loyalty.*

Keywords : *Event Quality, Destination Image, Perceived Value, Tourist Satisfaction, Destination Loyalty*

**PENGARUH *EVENT QUALITY*, *DESTINATION IMAGE*, *PERCEIVED VALUE*,
TOURIST SATISFACTION, DAN *DESTINATION LOYALTY* PADA PEMUTERAN
BAY FESTIVAL DI BALI**

WILLIAM SUSANTO

Fakultas Bisnis dan Ekonomika, Universitas Surabaya

SITI RAHAYU

Fakultas Bisnis dan Ekonomika, Universitas Surabaya

ADI PRASETYO TEDJAKUSUMA

Fakultas Bisnis dan Ekonomika, Universitas Surabaya

Abstrak – Penelitian ini dilakukan untuk menganalisis pengaruh *Event Quality*, *Destination Image*, *Perceived Value*, *Tourist Satisfaction*, dan *Destination Loyalty* pada pemutran bay festival di Bali. Penelitian ini menggunakan teknik Non-Probability Sampling untuk mendapatkan sample. Kuisioner disebarakan kepada 110 responden secara online, khususnya yang berdomisili di Bali dengan usia minimal 18 tahun dan minimal berpendidikan akhir SMA/SMK sederajat. Penelitian menggunakan software SPSS dan AMOS. Sebelum penelitian, dilakukan Uji Validitas dan Uji Reabilitas. Setelah itu dilakukan analisis deskriptif pada data. Untuk menentukan pengaruh antara variabel endogen dan eksogen. Hasil dari penelitian ini yaitu terdapat hubungan yang signifikan dan positif antara dimensi *Event Quality*, *Destination Image*, *Perceived Value*, *Tourist Satisfaction*, dan *Destination Loyalty* pada pemutran bay festival di Bali. Dari hasil penelitian menjelaskan bahwa *Event Quality*, *Destination Image*, *Perceived Value*, *Tourist Satisfaction* memiliki hubungan positif dengan *Destination Loyalty*.

Kata Kunci : *Event Quality*, *Destination Image*, *Perceived Value*, *Tourist Satisfaction*, *Destination Loyalty*