

**KEPUASAN WISATAWAN DAN LOYALITAS WISATAWAN
*HERITAGE TOURISM BALI***

Amalia Hidayatus Salma
Manajemen Layanan Pariwisata
Pembimbing:
Siti Rahayu
Erna Andajani

INTISARI

Salah satu wisata yang termasuk dalam heritage tourism di pulau Bali adalah Candi Gunung Kawi. Gunung Kawi merupakan salah satu cagar budaya dan objek wisata di Bali. Bangunan di Gunung Kawi Bali, merupakan bangunan candi yang di bangun pada abad ke 11. Lokasinya berada di didekat sungai Pakerisan, di wilayah Tampak Siring yang berada di timur laut tempat wisata Ubud. Penelitian kali ini menggunakan variabel travel environment, accessibility, price and value, infrastructure, heritage attractions terhadap tourist satisfaction dan destination loyalty, dengan metode SEM-PLS, seluruh hasil penelitian signifikan positif terdukung

Kata Kunci: *Travel environment, heritage attractions, tourist satisfaction and destination loyalty*

***TOURIST SATISFACTION AND TOURIST LOYALTY
HERITAGE TOURISM BALI***

Amalia Hidayatus Salma
Tourism Service Management
Contributor
Siti Rahayu
Erna Andajani

ABSTRACT

One of the tours included in heritage tourism on the island of Bali is the Gunung Kawi Temple. Gunung Kawi is one of the cultural heritages and tourist attractions in Bali. The building on Gunung Kawi Bali, is a temple building that was built in the 11th century. Its location is near the Pakerisan river, in the Tampak Siring area which is northeast of the tourist attractions of Ubud. This study uses the variables of travel environment, accessibility, price and value, infrastructure, heritage attractions, tourist satisfaction and destination loyalty, with the SEM-PLS method, all significant positive research results are supported.

Keywords: Travel environment, heritage attractions, tourist satisfaction and destination loyalty