

PENGARUH *DESTINATION IMAGE* TERHADAP *TOURIST LOYALTY* PADA
PANTAI NGURBLOAT MALUKU

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ABSTRAK

Penelitian memiliki tujuan untuk mengetahui serta menganalisis pengaruh dari variabel *perceived service quality*, *perceived value*, *destination image* *tourist satisfaction*, *attitude to visiting behaviour* terhadap *tourist loyalty* pada pantai Ngurbloat Maluku. Jenis penelitian yang digunakan adalah *causal research* dengan pendekatan kuantitatif. Teknik pengambilan sampel pada penelitian ini dilakukan dengan teknik *non-probability sampling* dengan jenis *purposive sampling*. Target populasi yang dipakai pada penelitian ini adalah orang yang pernah mengunjungi pantai Ngurbloat Maluku. Sampel yang digunakan pada penelitian ini adalah sebanyak 150 responden. Penelitian ini menggunakan *software* SmartPLS dan SPSS untuk menguji model pengukuran. Hasil pada penelitian ini menunjukkan bahwa *destination image* signifikan positif terhadap *tourist loyalty* pada pantai Ngurbloat Maluku.

Kata kunci: *perceived service quality*, *perceived value*, *destination image* *tourist satisfaction*, *attitude to visiting behaviour*, *tourist loyalty*.

*THE INFLUENCE OF DESTINATION IMAGE ON TOURIST LOYALTY AT
NGURBLOAT MOLUCCAS BEACH*

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ABSTRACT

The research aims to determine and analyze the influence of the variables perceived service quality, perceived value, destination image tourist satisfaction, attitude to visiting behavior on tourist loyalty at Ngurbloat Moluccas beach. The type of research used is causal research with a quantitative approach. The sampling technique in this research was carried out using a non-probability sampling technique with purposive sampling type. The target population used in this research is people who have visited Ngurbloat Moluccas beach. The sample used in this research was 150 respondents. This research uses SmartPLS and SPSS software to test the measurement model. The results of this study show that destination image is significantly positive towards tourist loyalty at Ngurbloat Moluccas beach.

Keyword: perceived service quality, perceived value, destination image tourist satisfaction, attitude to visiting behaviour, tourist loyalty.