

PENGARUH *EVENT QUALITY, DESTINATION IMAGE, PERCEIVED VALUE, DAN TOURIST SATISFACTION* TERHADAP *DESTINATION LOYALTY* PENONTON *EVENT DBL EAST JAVA SERIES* DI SURABAYA

SABAR PRIA NUGRAHA SIMANJUNTAK

Fakultas Bisnis dan Ekonomika, Universitas Surabaya

SITI RAHAYU

Fakultas Bisnis dan Ekonomika, Universitas Surabaya

FITRI NOVIKA WIDJAJA

Fakultas Bisnis dan Ekonomika, Universitas Surabaya

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana hubungan struktural antara *Event Quality, Destination Image, Perceived Value, Tourist Satisfaction, dan Destination Loyalty* pada Event DBL Indonesia di Surabaya. Penelitian ini memakai Teknik Non-Probability Sampling untuk mendapatkan sampel. Kuesioner disebar kepada 127 responden secara online melalui Google form. Dengan target responden mulai umur 15 – 23 tahun dan minimal pernah menyaksikan event DBL dalam waktu 2 tahun terakhir. Penelitian ini memakai Software SPSS dan AMOS. Sudah dilakukan Uji Validitas dan Uji Realibilitas. Setelah itu analisis Deskriptif pada data sebelum dilakukan penelitian. Untuk menentukan Pengaruh antara variable endogen dan eksogen. Hasil dari penelitian ini terdapat dampak signifikan dan kuat dari *Event Quality, Destination Image, dan Perceived value dan Tourist satisfaction* pada Event DBL di Surabaya.

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

***THE EFFECT OF EVENT QUALITY, DESTINATION IMAGE, PERCEIVED VALUE,
TOURIST SATISFACTION, AND DESTINATION LOYALTY OF DBL EAST JAVA SERIES
EVENT VIEWERS IN SURABAYA***

SABAR PRIA NUGRAHA SIMANJUNTAK

Faculty of Business and Economics, University of Surabaya

SITI RAHAYU

Faculty of Business and Economics, University of Surabaya

FITRI NOVIKA WIDJAJA

Faculty of Business and Economics, University of Surabaya

ABSTRACT

The purpose of this study was to determine the structural relationship between Event Quality, Destination Image, Perceived Value, Tourist Satisfaction, and Destination Loyalty at the DBL Indonesia Event in Surabaya. This study used the Non-Probability Sampling Technique to obtain samples. Questionnaires were distributed to 127 respondents online via Google form. With target respondents ranging in age from 15 - 23 years and at least have watched a DBL event in the last 2 years. This study uses SPSS and AMOS software. Validity and Reliability Tests have been carried out. After that, Descriptive analysis of the data before the study was conducted. To determine the influence between endogenous and exogenous variables. The results of this study show a significant and strong impact of Event Quality, Destination Image, and Perceived value and Tourist satisfaction on the DBL Event in Surabaya.

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