

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh *Destination Image*, *Perceived Value*, dan *Satisfaction* Terhadap *Tourist Loyalty* di Pantai Lon-Malang. Dalam penelitian ini peneliti menggunakan metode kuantitatif, penelitian ini mencakup variabel *independent*, variabel *intervening* dan variabel *dependent*. Dalam penelitian ini, penulis menggunakan *non probability sampling* untuk menentukan responden penelitian, jenis sampel ini tidak dipilih secara acak, menggunakan teknik *purposive sampling* yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu. Data yang digunakan adalah data primer dan sekunder. Perolehan data ini dengan menyediakan kuesioner yang menggunakan skala Likert dengan sampel sebanyak 100 pengunjung Pantai Lon-Malang Kabupaten Sampang sebagai responden. *Instrument* yang digunakan dalam penelitian ini yaitu uji validitas dan reliabilitas. Teknik analisis data yang digunakan yaitu analisis PLS-SEM, *outer model* dan *inner model*. Hasil penelitian ini menunjukkan bahwa *destination image* memiliki pengaruh positif dan signifikan terhadap *loyalty*, akan tetapi *destination image* tidak memiliki pengaruh signifikan terhadap *satisfaction*. Sedangkan *perceived value* juga tidak memiliki pengaruh signifikan terhadap *loyalty*, akan tetapi *perceived value* memiliki pengaruh positif dan signifikan terhadap *satisfaction*. Demikian pula *satisfaction* memiliki pengaruh positif dan signifikan terhadap *loyalty*. Sedangkan pada mediasi, Tidak terdapat efek mediasi dari *destination image* terhadap *loyalty* melalui *satisfaction*, namun terdapat efek mediasi dari *perceived value* terhadap *loyalty* melalui *satisfaction*.

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

ABSTRACT

The purpose of this study was to determine the effect of Destination Image, Perceived Value, and Satisfaction on Tourist Loyalty at Lon-Malang Beach. In this study, the researcher used a quantitative method, this study includes independent variables, intervening variables and dependent variables. In this study, the author used non-probability sampling to determine the research respondents, this type of sample was not selected randomly, using purposive sampling technique, namely the technique of determining samples by considering certain criteria. The data used are primary and secondary data. This data was obtained by providing a questionnaire using a Likert scale with a sample of 100 visitors to Lon-Malang Beach, Sampang Regency as respondents. The instruments used in this study were validity and reliability tests. The data analysis techniques used were PLS-SEM analysis, outer model and inner model. The results of this study indicate that destination image has a positive and significant effect on loyalty, but destination image does not have a significant effect on satisfaction. While perceived value also does not have a significant effect on loyalty, but perceived value has a positive and significant effect on satisfaction. Likewise, satisfaction has a positive and significant effect on loyalty. Meanwhile, in mediation, there is no mediation effect from destination image to loyalty through satisfaction, but there is a mediation effect from perceived value to loyalty through satisfaction.

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