

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Destinasi dan Daya Tarik Wisata terhadap loyalitas wisatawan dengan kepuasan wisatawan sebagai variabel mediasi. Metode pengambilan sampel yang digunakan adalah non-probability sampling dengan teknik purposive sampling, melibatkan sebanyak 100 responden. Data penelitian diperoleh dari data primer melalui penyebaran kuesioner kepada responden serta data sekunder yang bersumber dari berbagai literatur yang relevan dengan objek penelitian. Analisis data dilakukan menggunakan metode Partial Least Square - Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa Citra Destinasi (X1) dan Daya Tarik Wisata (X2) berpengaruh positif dan signifikan terhadap kepuasan wisatawan (Z). Selain itu, Citra Destinasi (X1) dan Daya Tarik Wisata (X2) berpengaruh positif dan signifikan terhadap loyalitas wisatawan (Y). Kepuasan wisatawan (Z) juga terbukti berpengaruh positif dan signifikan terhadap loyalitas wisatawan (Y). Lebih lanjut, kepuasan wisatawan (Z) terbukti mampu memediasi pengaruh Citra Destinasi (X1) dan Daya Tarik Wisata (X2) terhadap loyalitas wisatawan (Y).

Kata Kunci: Citra Destinasi, Daya Tarik Wisata, Kepuasan Wisatawan, Loyalitas Wisatawan, Pariwisata Halal.

ABSTRACT

This study aims to analyze the influence of destination image and tourist attraction on tourist loyalty, with tourist satisfaction as a mediating variable. The sampling method employed was non-probability sampling using a purposive sampling technique, involving a total of 100 respondents. The research data were obtained from primary data through the distribution of questionnaires to respondents and secondary data derived from relevant literature related to the research object. Data analysis was conducted using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS version 4.0 software. The results indicate that destination image (X1) and tourist attraction (X2) have a positive and significant effect on tourist satisfaction (Z). In addition, destination image (X1) and tourist attraction (X2) also have a positive and significant effect on tourist loyalty (Y). Tourist satisfaction (Z) is also proven to have a positive and significant effect on tourist loyalty (Y). Furthermore, tourist satisfaction (Z) is proven to mediate the relationship between destination image (X1) and tourist attraction (X2) on tourist loyalty (Y).

Keywords: *Destination Image, Tourist Attraction, Tourist Satisfaction, Tourist Loyalty, Halal Tourism.*