

ABSTRACT

Yulis Wulandari. 2022. *Impact of Service Quality, Promotion, and Destination Image on Revisit Through High Asta Syariah Tourist Satisfaction as a Mediation Variable*. Thesis: Master of Management Study Program, Faculty of Economics and Business, University of Trunojoyo Madura. Supervisor: Dr. Mohammad Arief, SE., MM. and Dr. H. Pribanus Wantara, Drs., MM.

Sharia tourism has a meaning, namely tourism that is in accordance with sharia principles including avoiding polytheism, immorality, tabdzir / izraf and evil as well as creating benefits and benefits both materially and spiritually. Asta Tinggi sharia tourism visitors experience fluctuations or fluctuations for one year. Behind the activities of tourism object managers, there are quality services, promotions, and destination images that are carried out to create visitor satisfaction so that they make repeat visits.

This research was conducted by distributing questionnaires to visitors to Asta Tinggi sharia tourism. Sample selection was done by purposive sampling. The data analysis method uses multiple linear analysis with independent variables, namely service quality, promotion, and destination image. The dependent variable is return visit and satisfaction as a mediating variable.

The results showed that the service quality variable had an effect on visitor satisfaction. Promotion has no effect on visitor satisfaction. Destination image has an effect on visitor satisfaction. Service quality has no effect on repeat visits. Promotion has an effect on repeat visits. Destination image has an effect on repeat visits. Satisfaction has an effect on repeat visits. There is no significant effect of service quality on repeat visits through mediation of satisfaction. There is no significant effect of promotion on repeat visits through mediation of satisfaction. There is a significant effect of destination image on repeat visits through mediation of satisfaction.

Keywords : Service Quality, Promotion, Destination Image, Revisit, and Satisfaction.

ABSTRAK

Yulis Wulandari. 2022. Dampak Kualitas Pelayanan, Promosi, Dan Citra Destinasi Terhadap Berkunjung Ulang Melalui Kepuasan Wisatawan Syariah Asta Tinggi Sebagai Variabel Mediasi. Tesis: Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Pembimbing: Dr. Mohammad Arief, SE., MM. dan Dr. H. Pribanus Wantara, Drs., MM.

Wisata syariah mempunyai mempunyai arti yaitu wisata yang sesuai dengan prinsip syariah diantaranya terhindar dari kemusyrikan, kemaksiatan kemafsadatan, tabdzir/izraf dan kemungkaran juga menciptakan, kemaslahatan dan kemanfaatan baik secara material maupun spiritual. Pengunjung wisata syariah Asta Tinggi mengalami masalah fluktuasi atau naik turun selama satu tahun. Dibalik kegiatan pengelola objek wisata terdapat kualitas pelayanan, promosi, dan citra destinasi yang dilakukan untuk menciptakan kepuasan pengunjung supaya melakukan kunjungan ulang.

Penelitian ini dilakukan dengan penyebaran kuesioner terhadap pengunjung wisata syariah Asta Tinggi. Pemilihan sampel dilakukan dengan cara *purposive sampling*. Metode analisis data menggunakan analisis linear berganda dengan variabel bebas yaitu kualitas pelayanan, promosi, dan citra destinasi. Variabel terikat yaitu berkunjung ulang dan kepuasan sebagai variabel mediasi.

Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan berpengaruh terhadap kepuasan pengunjung. Promosi tidak berpengaruh terhadap kepuasan pengunjung. Citra destinasi berpengaruh terhadap kepuasan pengunjung. Kualitas pelayanan tidak berpengaruh terhadap berkunjung ulang. Promosi berpengaruh terhadap berkunjung ulang. Citra destinasi berpengaruh terhadap berkunjung ulang. Kepuasan berpengaruh terhadap berkunjung ulang. Tidak ada pengaruh signifikan kualitas pelayanan terhadap berkunjung ulang melalui mediasi kepuasan. Tidak ada pengaruh signifikan promosi terhadap berkunjung ulang melalui mediasi kepuasan. Terdapat pengaruh yang signifikan citra destinasi terhadap berkunjung ulang melalui mediasi kepuasan.

Kata Kunci : Kualitas Pelayanan, Promosi, Citra Destinasi, Berkunjung Ulang, dan Kepuasan.