

ABSTRAK

Ivo Novitaningtyas: Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Pembangunan Nasional “Veteran” Yogyakarta, 20 Desember 2017. Pengaruh Kualitas Pelayanan dan Citra Terhadap Loyalitas Wisatawan Dengan Kepuasan Wisatawan Sebagai Mediator Pada *Homestay* di Desa Wisata Kabupaten Sleman. Pembimbing I: Dr. Dyah Sugandini, M.Si dan Pembimbing II: Dr. Yuni Istanto, M.Si.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, dan citra terhadap loyalitas wisatawan dengan kepuasan wisatawan sebagai variabel pemediasi di *homestay* desa wisata Kabupaten Sleman. Populasi dalam penelitian ini adalah wisatawan yang pernah menginap di *homestay* desa wisata Kabupaten Sleman lebih dari sekali. Sampel penelitian diambil berdasarkan metode *convenience sampling* dan berjumlah 100 responden. Metode analisis data meliputi analisis deskriptif dan analisis kuantitatif berdasarkan analisis SEM dengan program AMOS. Temuan penelitian ini yaitu: (1) kualitas pelayanan berpengaruh positif secara langsung dan signifikan terhadap loyalitas wisatawan di *homestay* desa wisata Kabupaten Sleman, (2) citra berpengaruh positif secara langsung dan signifikan terhadap loyalitas wisatawan di *homestay* desa wisata Kabupaten Sleman, (3) kualitas pelayanan berpengaruh positif dan signifikan secara tidak langsung terhadap loyalitas wisatawan yang dimediasi kepuasan wisatawan di *homestay* desa wisata Kabupaten Sleman, (4) citra berpengaruh positif dan signifikan secara tidak langsung terhadap loyalitas wisatawan yang dimediasi kepuasan wisatawan di *homestay* desa wisata Kabupaten Sleman.

Kata Kunci: Kualitas Pelayanan, Citra, Kepuasan Wisatawan, Loyalitas Wisatawan, *Homestay* desa wisata

ABSTRACT

Ivo Novitaningtyas: Master Program of Management, Faculty of Economy and Business of Universitas Pembangunan Nasional “Veteran” Yogyakarta, December 20th 2017. The Effect of Service Quality and Image on Tourist Loyalty With Tourist Satisfaction As Mediator at Homestay of Tourism Village in Sleman District”. Supervisor I: Dr. Dyah Sugandini, M.Si and Supervisor II: Dr. Yuni Istanto, M.Si.

This study aims to analyze the effect of service quality and image on tourist loyalty with tourist satisfaction as mediator at homestay of tourism village in Sleman District. Populations in this study were tourists who had stayed in the homestay of tourism village in Sleman District more than once. Convenience sampling is used as a sampling method and the sample number is 100 respondents. Method of data analysis includes descriptive analysis and quantitative analysis based on SEM with program AMOS. The results show that: (1) service quality has a direct and positive effect on tourist loyalty significantly at homestay of tourism village in Sleman District, (2) image has a direct and positive effect on tourist loyalty significantly at homestay of tourism village in Sleman District, (3) service quality has an indirect and positive effect on tourist loyalty mediated by tourist satisfaction significantly at homestay of tourism village in Sleman District, (4) image has an indirect and positive effect on tourist loyalty mediated by tourist satisfaction significantly at homestay of tourism village in Sleman District.

Keywords: Service Quality, Image, Tourist Satisfaction, Tourist Loyalty, Homestay of Tourism Village