THE INFLUENCE OF DESTINATION IMAGE, PERCEIVED VALUE,

SERVICE QUALITY, ON DESTINATION LOYALTY MEDIATED BY

SATISFACTION

(Study on Yogyakarta Smart Park Tourism)

ERIC SATRIO RACHMAT

NIM 141190237

Management Study Program

Faculty of Economics and Business UPN "Veteran" Yogyakarta

ABSTRACT

This study aims to determine the effect of destination image, perceived value, and service quality on destination loyalty mediated by satisfaction. The research was conducted through a survey using a questionnaire as a data collection tool. The sample in this study were 120 respondents who were visitors to the Yogyakarta Scientific Park. The sampling method in this study used purposive sampling. Respondent criteria in this study were visitors who were at least 17 years old and had visited the Yogyakarta Smart Park at least once. Data analysis techniques used in this research are descriptive and quantitative techniques. The results showed that: 1) Destination Image, Perceived Value, Service Quality, and Satisfaction have a positive and significant effect on Destination Loyalty, 2) Destination Image has a positive indirect effect on Destination Loyalty mediated by Satisfaction, 3) Perceived Value has a positive indirect effect on Destination Loyalty mediated by Satisfaction, 4) Service Quality has an indirect positive effect on Destination Loyalty mediated by Satis faction.

Keywords: *Destination, Destination Image, Perceived Value, Service Quality, Satisfaction,* dan *Destination Loyalty*