

Pengaruh tourism experience, lovemarks, dan brand satisfaction terhadap brand loyalty pada wisatawan DKI Jakarta yang mengunjungi destinasi wisata berbasis sejarah dan budaya di Daerah Istimewa Yogyakarta = The effect of tourism experience, lovemarks, and brand satisfaction on brand loyalty For DKI Jakarta tourists who visit historical and cultural-based tourist destinations in the Special Region of Yogyakarta

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Abstrak

Pariwisata merupakan salah satu hal yang sangat penting bagi pemasukan negara. Sejalan dengan hal tersebut, loyalitas wisatawan dalam kaitannya dengan mengunjungi kembali suatu destinasi wisata menjadi salah satu hal yang penting. Hal tersebut selanjutnya juga dipengaruhi oleh rasa cinta, hormat, dan puas akan pengalaman yang dimiliki. Demikian pula dengan destinasi wisata sejarah dan budaya di Daerah Istimewa Yogyakarta. Oleh sebab itu, penelitian ini bertujuan untuk menganalisis pengaruh tourism experience, lovemarks, dan brand satisfaction terhadap brand loyalty wisatawan DKI Jakarta yang pernah mengunjungi destinasi wisata berbasis sejarah dan budaya di Daerah Istimewa Yogyakarta. Penelitian ini berjenis eksplanatif dengan pendekatan kuantitatif. Sampel yang digunakan dalam penelitian ini sebanyak 120 orang yang diperoleh melalui kuesioner online dengan metode non probabilita. Hasil penelitian menyatakan bahwa terdapat pengaruh antara tourism experience dan lovemarks, lovemarks dan brand satisfaction, lovemarks dan brand loyalty, serta brand satisfaction dan brand loyalty. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa tourism experience, lovemarks, dan brand satisfaction dapat mempengaruhi brand loyalty.

.....Tourism is one of the most important things for state income. In line with this, tourist loyalty in relation to revisiting a tourist destination is one of the important things. This is then also influenced by a sense of love, respect, and satisfaction with the experience they have. Likewise with historical and cultural tourist destinations in the Special Region of Yogyakarta. Therefore, this research aims to analyze the effect of tourism experience, lovemarks, and brand satisfaction on brand loyalty for DKI Jakarta tourists who visit historical and cultural-based tourist destination in Special Region of Yogyakarta. This research is an explanatory type with a quantitative approach. A total of 120 samples were obtained by using an online questionnaire which was taken using a nonprobability method. The results showed that tourism experience had a direct effect on lovemarks; lovemarks has direct effect on brand satisfaction; lovemarks has direct effect on brand loyalty; and brand satisfaction has effect on brand loyalty. Based on the results of this study, it can be concluded tourism experience, lovemarks, and brand satisfaction on brand loyalty for DKI Jakarta tourists who visit historical and cultural-based tourist destination in Special Region of Yogyakarta.