

RINGKASAN

Penelitian ini merupakan penelitian pada wisatawan dari Candi Borobudur yang telah memenuhi persyaratan yang telah ditentukan. Penelitian ini mengambil judul: “Pengaruh *Self Congruity* dan *Destination Image* Terhadap *Destination Loyalty* Dengan *Memorable Tourism Experience* Sebagai Variabel Mediasi (pada obyek wisata Candi Borobudur)”.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *self congruity* dan *destination image* terhadap *destination loyalty* dengan *memorable tourism experience* sebagai variabel mediasi.

Populasi dalam penelitian ini adalah wisatawan dari Candi Borobudur. Jumlah responden yang diambil dalam penelitian ini adalah 128 responden. *Purposive sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (*Structural Equation Modelling*) menunjukkan bahwa: (1) *Self congruity* berpengaruh positif terhadap *memorable tourism experience*, (2) *Destination image* berpengaruh positif terhadap *memorable tourism experience*, (3) *Self congruity* berpengaruh positif terhadap *destination loyalty*, (4) *Destination image* berpengaruh positif terhadap *destination loyalty*, (5) *Memorable tourism experience* mampu memediasi hubungan antara *self congruity* dengan *destination loyalty*, (6) *Memorable tourism experience* mampu memediasi hubungan antara *self congruity* dengan *destination loyalty*.

Penelitian ini memberikan informasi khususnya bagi pengelola wisata Candi Borobudur bahwa variable *memorable tourism experience* merupakan faktor yang paling berpengaruh terhadap *destination loyalty* dan harus dipertimbangkan pengelola untuk meningkatkan loyalitas wisatawan terhadap Candi Borobudur, tetapi tidak juga melewatkan *self congruity* dan *destination image* karena kedua faktor tersebut juga memiliki pengaruh terhadap *destination loyalty*. Dalam melakukan peningkatan *memorable tourism experience* wisatawan, pengelola hendaknya memberikan sesuatu yang dapat terus diingat dibenak wisatawan sehingga akan meningkatkan niat berkunjung kembali wisatawan serta merekomendasikan Candi Borobudur ke orang lain. Pengelola wisata Candi Borobudur perlu melakukan peningkatan *self congruity* dengan cara membuat sesuatu pada *brand* dari Candi Borobudur yang dapat membuat wisatawan menjadi lebih meningkatkan tingkat percaya dirinya ketika berwisata ke Candi Borobudur. Selain itu, pengelola wisata Candi Borobudur juga perlu meningkatkan citra Candi Borobudur dengan memberikan atau menambahkan fasilitas yang menambahkan kenyamanan pengunjung ketika berwisata ke Candi Borobudur, terlebih kenyamanan berwisata bersama keluarga.

Kata Kunci : *Self Congruity, Destination Image, Memorable Tourism Experience, Destination Loyalty.*

SUMMARY

This research is a study on tourists from Borobudur Temple who have met the predetermined requirements. This study takes the title: "The Influence of Self Congruity and Destination Image on Destination Loyalty with Memorable Tourism Experience as a Mediation Variable (in Borobudur Temple)".

The purpose of this study was to determine the effect of self-congruity and destination image on destination loyalty with memorable tourism experience as a mediating variable.

The population in this study were tourists from Borobudur Temple. The number of respondents taken in this study were 128 respondents. Purposive sampling method is used in determining the respondents.

Based on the results of research and data analysis using SEM (Structural Equation Modeling) memorable shows that: (1) Self congruity has a positive effect on tourism experience, (2) Destination image has a positive effect on memorable tourism experience, (3) Self congruity has a positive effect on destination loyalty, (4) Destination image has a positive effect on destination loyalty, (5) Memorable tourism experience is able to mediate the relationship between self congruity and destination loyalty, (6) Memorable tourism experience is able to mediate the relationship between self congruity and destination loyalty.

This study provides information, especially for Borobudur Temple tourism managers, that the variable memorable tourism experience is the most influential factor for destination loyalty and managers must consider increasing tourist loyalty to Borobudur Temple, but they do not also miss self-congruity and destination image because these two factors also have influence on destination loyalty. In improving the tourist's memorable tourism experience, the manager should provide something that can be remembered in the minds of tourists so that it will increase the intention of visiting tourists again and recommending the Borobudur Temple to others. Borobudur Temple tourism managers need to increase self-congruity by making something in the Borobudur Temple brand that can make tourists increase their confidence level when traveling to Borobudur Temple. In addition, Borobudur Temple tourism managers also need to improve the image of Borobudur Temple by providing or adding facilities that add comfort to visitors when traveling to Borobudur Temple, especially the comfort of traveling with family.

Key Word : Self Congruity, Destination Image, Memorable Tourism Experience, Destination Loyalty.