

RINGKASAN

Adanya peningkatan jumlah wisatawan di objek wisata di Kalibening memiliki korelasi dengan loyalitas destinasi, pengalaman wisata, motivasi wisata, dan citra objek wisata. Wisatawan yang pernah berkunjung juga memberikan ulasan positif tentang pengalaman wisata mereka mengunjungi objek-objek wisata di Kecamatan Kalibening. Kombinasi variabel-variabel tersebut membuat wisatawan terbilang loyal dengan objek-objek wisata di Kecamatan Kalibening. Oleh karena itu, tujuan penelitian ini adalah untuk menganalisis pengaruh pengalaman wisata dan *tourism endorsment* terhadap loyalitas destinasi pada objek wisata di Kecamatan Kalibening dengan citra objek wisata sebagai variabel mediasi.

Metode penelitian yang digunakan adalah kuantitatif pendekatan survey. Subjek yang diteliti dalam penelitian ini adalah Pengunjung objek wisata di Kecamatan Kalibeninga dengan jumlah sampel yang diambil pada penelitian ini sebanyak 150 responden. Metode pengumpulan data yang dipakai yakni dengan kuesioner. Data dalam penelitian ini dianalisis memakai pendekatan *Structural Equation Modeling-Partial Least Square*.

Berdasarkan hasil penelitian yang dilakukan dengan memakai bantuan SEM menunjukkan beberapa poin kesimpulan. Pertama, pengalaman wisata berpengaruh terhadap loyalitas destinasi pada objek-objek wisata di Kecamatan Kalibening. Kedua, *tourism endorsement* berpengaruh terhadap loyalitas destinasi pada objek wisata di Kecamatan Kalibening. Ketiga, citra objek wisata berpengaruh terhadap loyalitas destinasi pada objek wisata di Kecamatan Kalibening. Keempat, citra objek wisata mampu memediasi pengaruh pengalaman wisata terhadap loyalitas destinasi pada objek wisata di Kecamatan Kalibening. Kelima, citra objek wisata mampu memediasi pengaruh *tourism endorsement* terhadap loyalitas destinasi pada objek wisata di Kecamatan Kalibening.

Kata Kunci: Loyalitas destinasi, pengalaman wisata, Kalibening

SUMMARY

The increase in the number of tourists at tourist attractions in Kalibening is correlated with destination loyalty, tourist experience, tourist motivation, and tourist attraction image. Tourists who have visited also gave positive reviews about their tourist experiences visiting tourist attractions in Kalibening District. The combination of these variables makes tourists loyal to tourist attractions in Kalibening District. Therefore, the aim of this research is to analyze the influence of tourism experience and tourism endorsements on destination loyalty to tourist attractions in Kalibening District with the image of the tourist attraction as a mediating variable.

The research method used is a quantitative survey approach. The subjects studied in this research were visitors to tourist attractions in Kalibening District with a total of 150 samples taken in this research. The data collection method used was a questionnaire. The data in this research were analyzed using the Structural Equation Modeling-Partial Least Square approach.

Based on the results of research conducted using SEM, several conclusion points are drawn. First, tourism experience influences destination loyalty to tourist attractions in Kalibening District. Second, tourism endorsement influences destination loyalty to tourist attractions in Kalibening District. Third, the image of a tourist attraction influences destination loyalty to tourist attractions in Kalibening District. Fourth, the image of the tourist attraction is able to mediate the influence of tourist experience on destination loyalty to tourist attractions in Kalibening District. Fifth, the image of the tourist attraction is able to mediate the influence of tourism endorsement on destination loyalty to tourist attractions in Kalibening

Keywords: Destination loyalty, tourism experience, Kalibening