

SKRIPSI

**PENGARUH CITRA DESTINASI DAN *PERCEIVED VALUE* TERHADAP
LOYALITAS WISATAWAN DI ALLIANZ ECOPARK MELALUI
KEPUASAN WISATAWAN SEBAGAI MEDIASI**



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GUNA MENCAPAI GELAR SARJANA EKONOMI**

**PROGRAM STUDI S1 MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS TARUMANAGARA
JAKARTA**

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UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
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TANDA PERSETUJUAN SKRIPSI

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JUDUL SKRIPSI : PENGARUH CITRA DESTINASI DAN
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MEDIASI

Jakarta, Juni 2018

Pembimbing,



(Dr. Hetty Karunia Tunjungsari, S.E., M.Si.)

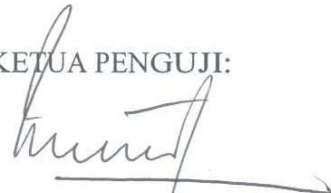
UNIVERSITAS TARUMANAGARA
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SETELAH LULUS UJIAN KOMPREHENSIF / SKRIPSI

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ABSTRAK

**UNIVERSITAS TARUMANAGARA
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(A) ANDREAS (115140148)

(B) PENGARUH CITRA DESTINASI DAN *PERCEIVED VALUE* TERHADAP LOYALITAS WISATAWAN DI ALLIANZ ECOPARK MELALUI KEPUASAN WISATAWAN SEBAGAI MEDIASI

(C) Xiv + 97 hal, tabel 25; gambar 6; lampiran 7

(D) MANAJEMEN PEMASARAN

(E) Abstrak: This study aims to determine how a positive influence from destination image and perceived value on tourist loyalty in Allianz Ecopark through tourist satisfaction as a mediation variable. The research method used in this research is by questionnaire method that is done systematically based on research objectives. The number of respondents taken for research is 100 people. The analytical method used is the t-test, determination coefficient, purposive sampling, multiple regression analysis and mediation analysis. From the result of research show that destination image have positive effect to tourist satisfaction, perceived value have positive effect to tourist satisfaction, tourist satisfaction have positive effect to tourist loyalty, destination image have a positive effect to tourist loyalty, and perceived value have positive effect to tourist loyalty. There is positive effect from destination image on tourist loyalty through tourist satisfaction as a mediation variable and there is positive effect from perceived value on tourist loyalty through tourist satisfaction as a mediation variable

(F) Daftar Pustaka 28 (1991-2018)

(G) Dr. Hetty Karunia Tunjungsari, S.E., M.Si.

(H) Keyword: Citra Destinasi, Perceived Value, Kepuasan Wisatawan, dan Loyalitas wisatawan