

ABSTRAK

Nama : Widia Lestari Hasibuan
Program Studi : Manajemen
Judul : Pengaruh *Destination Image*, *Consumer Experience*, Dan *Perceived Value* Terhadap *Loyalty* Melalui *Satisfaction* sebagai Variabel Mediasi.

Penelitian ini bertujuan menganalisis pengaruh *destination image*, *consumer experience*, dan *perceived value* terhadap *loyalty* di Danau Toba, dengan *satisfaction* sebagai variabel mediasi. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner skala Likert 5 poin dari 145 responden yang dipilih dengan teknik *purposive sampling*. Analisis data menggunakan *Partial Least Square Structural Equation Modeling (PLS-SEM)* melalui *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa seluruh hipotesis diterima pada tingkat signifikansi 5% ($P < 0,000$). *Destination image*, *consumer experience*, dan *perceived value* berpengaruh positif dan signifikan terhadap *satisfaction* dan *loyalty* ($\beta = 0,287$ hingga $\beta = 0,410$). Selain itu, *satisfaction* terbukti memediasi secara parsial hubungan ketiga variabel independen tersebut terhadap *loyalty* ($\beta = 0,103$ hingga $\beta = 0,145$). Temuan ini menegaskan pentingnya meningkatkan *Destination image*, *consumer experience*, dan *perceived value* demi membangun *satisfaction* dan *loyalty* yang berkelanjutan. Secara praktis, penelitian ini memberikan masukan bagi pengelola dalam merancang strategi peningkatan kualitas layanan dan daya saing pariwisata Danau Toba.

Kata kunci: *destination image*, *consumer experience*, *perceived value*, *satisfaction*, *loyalty*.

ABSTRACT

Name : Widia Lestari Hasibuan
Study Program : Manajemen
Title : Pengaruh *Destination Image*, *Consumer Experience*, Dan *Perceived Value Terhadap Loyalty Melalui Satisfaction* sebagai Variabel Mediasi.

This study aims to analyze the effects of destination image, consumer experience, and perceived value on loyalty in Lake Toba, with satisfaction as a mediating variable. Using a quantitative approach, data were collected via a 5-point Likert scale questionnaire from 145 respondents selected through purposive sampling. Data analysis was performed using Partial Least Square Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0. The results show that all hypotheses are accepted at a 5% significance level ($P < 0.000$). Destination image, consumer experience, and perceived value have positive and significant effects on both satisfaction and loyalty ($\beta = 0.287$ to $\beta = 0.410$). Furthermore, satisfaction partially mediates the relationship between the three independent variables and loyalty ($\beta = 0.103$ to $\beta = 0.145$). These findings confirm the vital role of enhancing destination image, consumer experience, and perceived value in building long-term satisfaction and loyalty. Practically, this study provides insights for destination managers to design strategies that improve service quality and competitiveness in Lake Toba.

Keywords: *destination image, consumer experience, perceived value, satisfaction, loyalty.*