

ABSTRACT

The success of tourist destinations in DIY will be shown by destination loyalty and its interaction with influencing factors. Destination loyalty cannot be formed only through destination service quality, but tourists tend to consider a high level of compatibility or self-congruity between the concept of personality (destination personality) and the image of the destination (destination image) so that they will be able to realize the destination. loyalty. The purpose of this study is to analyze the effect of destination service quality and destination personality on destination loyalty with destination image and self-congruity as intervening variables for tourists in Yogyakarta Special Region tourism objects.

This type of research is quantitative correlation with the dependent variable in the form of destination loyalty (Y), the independent variable in the form of destination service quality (X1), and destination personality (X2) while the intervening variables are destination image (Z1) and self-congruity (Z2). The research population is all tourists who are in DIY tourism objects and a sample of 155 tourists. Data analysis in this study will use SEM (Structural Equation Modeling) analysis techniques.

This study resulted in the finding that destination service quality and destination personality have no effect on destination loyalty. Destination image and self-congruity have a positive effect on destination loyalty. Destination image mediates the effect of destination service quality on destination loyalty, while self-congruity is not able to mediate the influence of destination personality on destination loyalty. The managerial implications of this research can be used as evaluation material for local governments to increase tourist attraction through a digital tourism strategy, requiring every hotel to have a CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) certificate and switch to a cashless environment payment system, or digital payments. using QRIS (Quick Response Code Indonesian Standard).

Keywords: *destination loyalty, destination service quality, destination personality, destination image and self-congruity*