

ABSTRACT

Semarang, a city with thousands of uniqueness, which can be observed from various aspects such as tourist objects, one of them are diverse and legendary culinary tourisms. Even though sustainable development efforts have been implemented, the level of visits to Semarang City is still relatively low. This phenomenon of suboptimal attractiveness causes an imbalance between the level of development and economic growth in Semarang City. Moreover, research inconsistencies were found between experience quality and destination loyalty conducted by previous studies. Therefore, on the basis of these phenomenons and research gaps, this study aims to address the gap between experience quality towards destination loyalty in Semarang City's culinary tourism destinations through storytelling and destination image.

The concept of the research framework model developed between experience quality, storytelling, destination image, and destination loyalty originate from theory and previous research. Data were obtained from 208 respondents by giving questionnaires that consist of open-ended and closed-ended questions. The respondents include domestic tourists who have already visited culinary tourism destinations in Semarang City at minimum once. The data obtained were analyzed quantitatively and structurally using SEM (Structural Equation Modeling) method through AMOS (Analysis Moment of Structural) program 24.

Current research findings claimed that storytelling and destination image could leverage the relationship between experience quality and destination loyalty significantly and positively. Experience quality played a significant and positive impact on storytelling, storytelling affected destination image significantly and positively, and destination image has a significant and positive effect on destination loyalty. On the other hand, it was found that storytelling was not significant and had a negative effect on destination loyalty. The possible managerial implication of this research could be taken as a consideration by the Semarang City's Tourism Department and Government in making Semarang's culinary tourism destinations policies.

Keywords: *Experience Quality, Storytelling, Destination Image, Destination Loyalty.*