

ABSTRACT

This research analyzes factors influencing conditional value and social media use through place attachments as a strategic step in building destination loyalty. The formulation of the research problem departs from the research gap, namely the difference in views between previous researchers so it needs to be tested again to get results that are following the current research conditions. The phenomenon of the tourism business, especially ecotourism was chosen and Dieng Plateau is the object of this study. Dieng Plateau's marketing strategy is not optimal because tourist visits are relatively fluctuating. Therefore, the formula of the problem in this research is how to create a destination loyalty of the domestic tourists in eco-tourism.

A model has been developed and four hypotheses have been formulated to answer the problem of this research. Techniques of sampling applied are the purposive sampling method. The responders in this research are 102 domestic tourists who visited Dieng Plateau throughout 2018-2019. The tool of data analysis's used is Structural Equation Modeling (SEM) using the computer program of AMOS.

The result of data analysis shows that the model developed and the research result can be accepted. The influence of conditional value on place attachment and destination loyalty has a positive. Social media use on place attachment has a positive. The influence of place attachment on destination loyalty has a positive. Theoretically, this study's findings contributed to expanding the tourist loyalty model; in terms of managerial implications, this study can be utilized in the marketing of ecotourism destinations.

Keywords: Destination Loyalty, Place Attachment, Conditional Value, and Social Media Use