

## **ABSTRACT**

*This study aims to build a model that will be used to analyze the gap from the results of previous research, namely the destination quality towards destination loyalty. This research also aims to develop a new model for marketing in the tourism sector. The sample in this research were people who had previously performed Umrah and the series of religious tourism in Mecca-Medina. In this research the sample obtained as many as 200 respondents selected by using purposive sampling method with data collection techniques using questionnaires. The analysis technique used to analyze the data obtained is the Structural Equation Modeling (SEM) technique using AMOS software.*

*Based on the analysis that has been done: 1) Destination quality has a positive effect on spiritual value resonance, (2) Spiritual value resonance has a positive effect on memory value, (3) Destination attractiveness has a positive effect on memory value, (4) Spiritual value resonance has a positive effect on destination loyalty, (5) Memory value has no effect on destination loyalty.*

*Keywords : Destination quality, Destination attractiveness, Spiritual value resonance, Memory value, Destination loyalty*