

ABSTRACT

This study aims to build a conceptual model that will be used to analyze the variables to fill the gap between destination authenticity and destination loyalty. This study uses self-congruence theory as a theoretical basis for analysis. The sample of this research is visitors who have visited Semawis Market at least twice. This study used a sample of 164 respondents with a purposive sampling method with data collection techniques using a questionnaire. This research is a quantitative research with the analysis technique used to analyze the data is Structural Equation Modeling (SEM) using the AMOS program. Based on data analysis, the results obtained are that all hypotheses are accepted, namely: (1) destination authenticity has a positive effect on destination image; (2) destination image has a positive effect on destination loyalty; (3) memory value has a positive effect on destination attachments; (4) destination attachment has positive effect on destination image (5) destination attachment has effect on destination loyalty.

Keywords: Destination Authenticity, Destination Image, Memory Value, Destination Attachment, Destination Loyalty, Self-Congruence Theory