

ABSTRAK

Penelitian ini dilakukan untuk mengkaji pengaruh *digital marketing*, *service quality*, fasilitas, dan lokasi terhadap loyalitas wisatawan Treasure Bay Bintan. Penelitian ini dilatarbelakangi oleh masih belum optimalnya loyalitas wisatawan yang dipengaruhi oleh berbagai faktor, seperti ketidaksesuaian informasi pada media digital dengan kondisi nyata, kualitas pelayanan, fasilitas, serta lokasi destinasi. Tujuan penelitian ini adalah untuk menganalisis dan menguji secara empiris pengaruh *digital marketing*, *service quality*, fasilitas, dan lokasi terhadap loyalitas wisatawan Treasure Bay Bintan. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 96 wisatawan nusantara yang pernah berkunjung ke Treasure Bay Bintan menggunakan teknik *accidental sampling*. Analisis data dilakukan dengan analisis regresi linear berganda menggunakan perangkat lunak SPSS versi 23. Hasil penelitian menunjukkan bahwa secara parsial *digital marketing*, *service quality*, fasilitas, dan lokasi berpengaruh positif dan signifikan terhadap loyalitas wisatawan. Variabel lokasi merupakan variabel yang memberikan pengaruh paling dominan terhadap loyalitas wisatawan. Secara simultan, keempat variabel independen berpengaruh signifikan terhadap loyalitas wisatawan dengan nilai koefisien determinasi (*Adjusted R*²) sebesar 87,5%, yang menunjukkan bahwa 87,5% variasi loyalitas wisatawan dapat dijelaskan oleh model penelitian, sedangkan sisanya sebesar 12,5% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Digital Marketing*, *Service Quality*, Fasilitas, Lokasi, Loyalitas Wisatawan.

ABSTRACT

This study was conducted to examine the influence of digital marketing, service quality, facilities, and location on tourist loyalty at Treasure Bay Bintan. The study was motivated by the suboptimal level of tourist loyalty, which is influenced by various factors, including inconsistencies between information presented on digital media and actual conditions, service quality, facilities, and the destination's location. The purpose of this study was to analyze and empirically examine the influence of digital marketing, service quality, facilities, and location on tourist loyalty at Treasure Bay Bintan. This study employed a quantitative approach. Data were collected through questionnaires distributed to 96 domestic tourists who had visited Treasure Bay Bintan using an accidental sampling technique. Data were analyzed using multiple linear regression analysis with SPSS version 23. The results showed that, partially, digital marketing, service quality, facilities, and location had a positive and significant effect on tourist loyalty. Among these variables, location was found to have the most dominant influence on tourist loyalty. Simultaneously, the four independent variables had a significant effect on tourist loyalty, with an Adjusted R² value of 87.5%, indicating that 87.5% of the variation in tourist loyalty could be explained by the research model, while the remaining 12.5% was influenced by other factors outside the scope of this study.

Keywords: Digital Marketing, Service Quality, Facilities, Location, Tourist Loyalty.