ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value* dan *perceived quality* terhadap *tourist loyalty*, dengan *tourist satisfaction* sebagai variabel mediasi pada destinasi wisata syariah Torang Sari Bulan, Kabupaten Lima Puluh Kota. Destinasi ini menjadi sorotan dengan konsep wisata syariah yang mengintegrasikan nilai-nilai Islam dalam setiap aspek pelayanan wisata, mulai dari makanan halal, fasilitas ibadah, hingga tata kelola lingkungan yang islami.

Metode penelitian menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 385 responden yang telah mengunjungi destinasi tersebut. Pemilihan responden dilakukan secara *purposive sampling* dan *Convenience sampling*. Data yang diperoleh dianalisis menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS) melalui perangkat lunak SmartPLS. Model SEM-PLS digunakan karena mampu menguji hubungan antar variabel laten secara kompleks, termasuk pengaruh langsung dan tidak langsung, serta melihat peran mediasi dalam hubungan antar variabel.

Hasil penelitian menunjukkan bahwa seluruh hubungan antar variabel signifikan secara statistik. Perceived Value berpengaruh positif terhadap Tourist Loyalty dengan koefisien 0,449, T-statistic 5,680, dan p-value 0,000. Perceived Quality juga berpengaruh signifikan terhadap Tourist Loyalty (koefisien 0,271; T-statistic 3,465; p-value 0,001), begitu pula Tourist Satisfaction (koefisien 0,123; T-statistic 2,710; p-value 0,007). Tourist Satisfaction secara signifikan memediasi hubungan antara Perceived Value dan Tourist Loyalty dengan pengaruh langsung 0,000 dan tidak langsung 0,030, serta memediasi hubungan antara Perceived Quality dan Tourist Loyalty dengan pengaruh langsung 0,001 dan tidak langsung 0,014. Tourist Satisfaction terbukti sebagai mediator parsial, karena meskipun hubungan tidak langsung dari Perceived Value dan Perceived Quality terhadap Tourist Loyalty melalui Tourist Satisfaction signifikan, pengaruh langsung keduanya terhadap loyalitas juga tetap signifikan.

Temuan ini memiliki implikasi yang signifikan secara teoritis maupun praktis. Secara teoritis, penelitian ini memperkuat model perilaku konsumen dalam konteks wisata syariah yang menunjukkan bahwa kepuasan wisatawan berperan sebagai mediator penting dalam hubungan antara persepsi nilai dan kualitas terhadap loyalitas. Ini mendukung relevansi *Expectation-Confirmation Theory* dan *American Customer Satisfaction Index* dalam lingkungan wisata Islami. Secara praktis, temuan ini memberikan arahan bagi pengelola destinasi di Torang Sari Bulan untuk meningkatkan persepsi nilai dan kualitas melalui pengalaman wisata yang edukatif, spiritual, dan layanan ramah sesuai syariat, serta pengelolaan kepuasan dan komunikasi aturan syariah secara persuasif, wisatawan dapat merasa nyaman dan memahami nilai-nilai yang diterapkan. Penelitian ini menjadi acuan kebijakan bagi pemerintah daerah dalam mendorong promosi wisata syariah, peningkatan infrastruktur, dan pemberdayaan masyarakat lokal. Secara ekonomi dan sosial, peningkatan loyalitas wisatawan berdampak positif pada pertumbuhan ekonomi, penciptaan lapangan kerja, serta penguatan budaya dan nilai religius masyarakat.

Kata Kunci: Persepsi Nilai, Persepsi Kualitas, Kepuasan Wisatawan, Loyalitas Wisatawan, Wisata Syariah

ABSTRACT

This study aims to analyze the influence of perceived value and perceived quality on tourist loyalty, with tourist satisfaction as a mediating variable at the Torang Sari Bulan sharia tourism destination in Lima Puluh Kota Regency. This destination has gained attention for its sharia tourism concept, which integrates Islamic values into every aspect of tourism services, from halal food and worship facilities to Islamic environmental management.

The research method employs a quantitative approach with data collection techniques through the distribution of questionnaires to 385 respondents who have visited the destination. Respondents were selected using purposive sampling and convenience sampling. The data obtained were analyzed using the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) method through SmartPLS software. The SEM-PLS model was chosen because it can test complex relationships between latent variables, including direct and indirect effects, as well as the role of mediation in these relationships.

The results showed that all relationships between variables were statistically significant. Perceived Value had a positive effect on Tourist Loyalty with a coefficient of 0.449, T-statistic of 5.680, and p-value of 0.000. Perceived Quality also significantly influences Tourist Loyalty (coefficient 0.271; T-statistic 3.465; p-value 0.001), as does Tourist Satisfaction (coefficient 0.123; T-statistic 2.710; p-value 0.007). Tourist Satisfaction significantly mediates the relationship between Perceived Value and Tourist Loyalty with a direct effect of 0.000 and an indirect effect of 0.030, and mediates the relationship between Perceived Quality and Tourist Loyalty with a direct effect of 0.001 and an indirect effect of 0.014. Tourist Satisfaction is proven to be a partial mediator, as although the indirect relationship between Perceived Value and Perceived Quality on Tourist Loyalty through Tourist Satisfaction is significant, the direct effects of both on loyalty remain significant.

These findings have significant theoretical and practical implications. Theoretically, this study reinforces the consumer behavior model in the context of Islamic tourism, showing that tourist satisfaction plays an important mediating role in the relationship between perceived value and quality toward loyalty. This supports the relevance of the Expectation-Confirmation Theory and the American Customer Satisfaction Index in the Islamic tourism environment. Practically, these findings provide guidance for destination managers in Torang Sari Bulan to enhance perceived value and quality through educational and spiritual tourism experiences and sharia-compliant services, as well as persuasive management of satisfaction and communication of sharia rules, so that tourists feel comfortable and understand the values being applied. This research serves as a policy reference for local governments in promoting Islamic tourism, improving infrastructure, and empowering local communities. Economically and socially, increased tourist loyalty positively impacts economic growth, job creation, and the strengthening of cultural and religious values within the community.

Keywords: Perceived Value, Perceived Quality, Tourist Satisfaction, Tourist Loyalty, Sharia Tourism