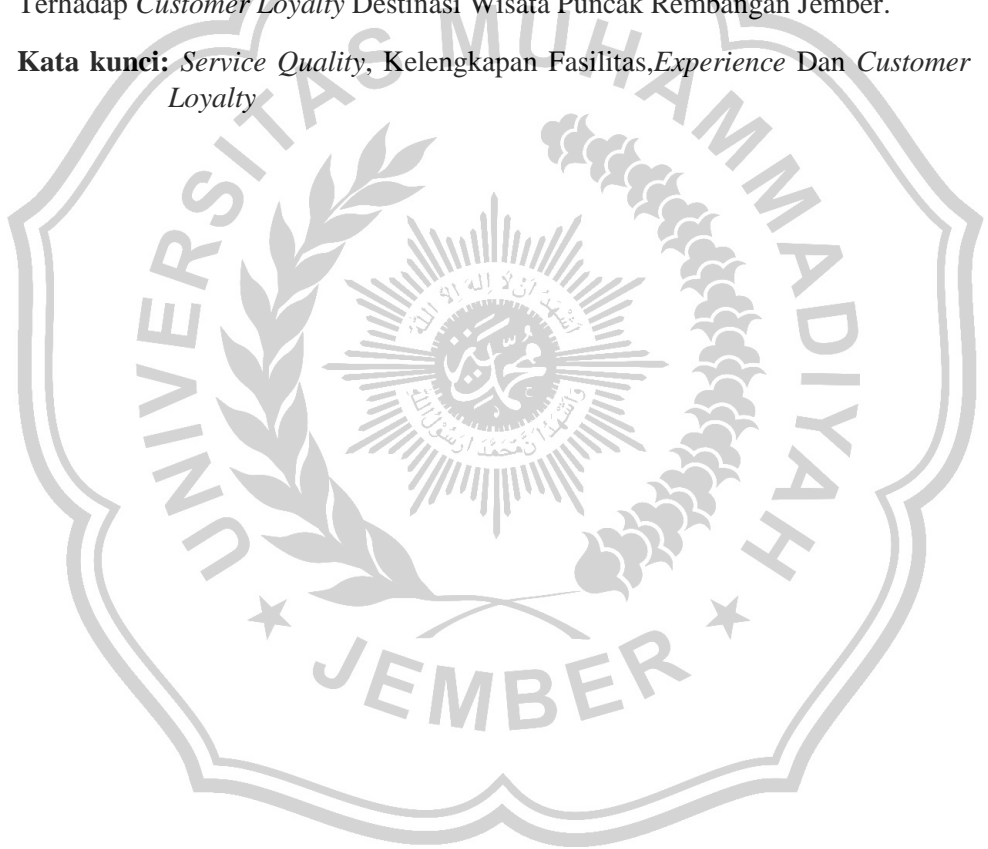


ABSTRAK

Penelitian Ini Bertujuan Untk Menguji Dan Menganalisis Pengaruh Dari *Service Quality*, Kelengkapan Fasilitas Dan *Experience* Terhadap *Customer Loyalty* Destinasi Wisata Puncak Rembangan Jember. Jenis Penelitian Ini Kuantitatif Deskriptif. Populasi Dalam Penelitian Ini Yaitu Mahasiswa Fakultas Ekonomi Prodi Manajemen Yang Pernah Berkunjung Ke Destinasi Wisata Puncak Rembangan Jember. Sampel Yang Digunakan Sebanyak 72 Responden. Alat Analisis Menggunakan Regresi Linier Berganda. Hasil Penelitian Membuktikan Bahwa *Service Quality*, Kelengkapan Fasilitas Dan *Experience* Berpengaruh Terhadap *Customer Loyalty* Destinasi Wisata Puncak Rembangan Jember.

Kata kunci: *Service Quality*, Kelengkapan Fasilitas, *Experience* Dan *Customer Loyalty*



ABSTRACT

This study aims to examine and analyze the effect of service quality, completeness of facilities and experience on customer loyalty at Puncak Rembangan Jember. This type of research is descriptive quantitative. The population in this study were students of the Faculty of Economics, Management Study Program who had visited the Puncak Rembangan Tourism Destination in Jember. The sample used was 72 respondents. The analysis tool uses multiple linear regression. The results of the study prove that the quality of service, completeness of facilities and experience have an influence on customer loyalty The peak of rembangan Jember Tourism Destination.

Keywords: *Service Quality, Completeness of Facilities, Experience and Customer Loyalty*

