

ABSTRACT

The uniqueness of Semarang City can be seen from the various types of attractions that tourists can find when visiting Semarang, especially in cultural heritage tourism. However, in the past few years, Semarang City as one of the provincial capitals is still less competitive compared to other tourist destinations. It can be seen from the level of tourist arrivals that are still lower than the other capital city in other provinces in Java. This was followed by the growth in the number of tourists to the city of Semarang which is not accompanied by the growth in income received; although the strategy to improve service quality and loyalty by the Department of Tourism has been carried out. In addition to these phenomena, there are also findings from several previous studies with contradictory results between service quality and loyalty. Starting from this phenomenon and the research gap, this study aim was to develop an empirical research model to overcome the gap between destination service quality and destination loyalty to produce loyal tourists to the Semarang City's cultural heritage destinations, through the concept of destination image and self-congruity.

First, a theory-based model is developed between destination service quality, destination image, self-congruity and destination loyalty based on theory and previous research. Secondly, data were obtained from 125 respondents by giving questionnaires consisting of open and closed questions. Respondents are domestic tourists who have visited cultural heritage destinations in Semarang City before. Third, the data obtained were analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) program 24.

This research produces findings that destination image and self-congruity strengthen the relationship between destination service quality and destination loyalty significantly and positively. Destination service quality has a significant and positive effect on destination image, destination image has a significant and positive effect on self-congruity, and self-congruity has a significant and positive effect on destination loyalty. On the other hand it was found that the destination image was not significant and had a negative effect on destination loyalty. The managerial implications of this research can be taken into consideration by the Department of Tourism when making policies in Semarang's cultural heritage destinations.

Keywords: *Destination Service Quality, Destination Image, Self-Congruity, Destination Loyalty.*