

ABSTRACT

IMPLICATIONS OF ATTRIBUTES ATTRACTION, TRANSPORTATION AND WORD OF MOUTH IN INCREASING VISITOR LOYALTY (Survey On Tourist Of Gulf Kiluan Tanggamus)

By

NOVI ELITA

The purpose of this study was to determine the influence of attributes attraction, transportation and word of mouth in increasing visitor loyalty. This type of research explanation. Population of this research are tourists who visit at least 2 twice to Kiluan Tanggamus Lampung with samples number 79 respondents. Based on results obtained partial, variables attributes attraction and word of mouth that has a significant influence, whereas variable transportation that has not significant influence on visitor loyalty. Simultaneously the three variables that attributes attraction, transportation and word of mouth simultaneous that has a significant influence on visitor loyalty.

Keywords: attributes attraction, transportation, word of mouth, and visitor loyalty.