

***ANALYSIS OF INFLUENCE OF DESTINATION IMAGES,  
QUALITY PERCEPTION AND TOURIST SATISFACTION  
RIAU ISLANDS AGAINST  
LOYALTY DESTINATION***

**Jolly Decent  
NPM: 1641302**

***ABSTRACT***

*The purpose of this study was to determine the effect of destination image, perceived quality, and satisfaction of Riau Islands' tourists on destination loyalty. The target population in this study is the population of Riau Islands who travel internationally. The samples tested in this study were 302 samples. Researcher concludes, that destination image, perceived quality, and satisfaction of Riau Islands tourists influence destination loyalty.*

*This study has limitations such as, there are still some variables that the researcher did not enter in the analysis test in this study and this study only collected data or samples in the Riau Islands, therefore the results of the study could only represent the Riau Islands region. The researcher recommends further researchers conducting research on destination loyalty to use other variables that have not been tested in the study and do testing with data or samples from areas that have not been tested in this study.*

***Keywords:*** *Destination loyalty, tourist satisfaction, destination image, quality perception*