Analysis of the Effect of Destination Service Quality and Destination Personality on Destination Loyalty with Destination Image and Self-Congruity as Intervening Variables
(Study on Tourists in Special Region of Yogyakarta)

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Abstract

This study aims to analyze the effect of destination service quality and destination personality on destination loyalty with destination image and self-congruity as intervening variables on tourists in Yogyakarta Special Region tourism objects. The research population is all tourists who are in DIY tourism objects and a sample of 155 tourists. Data analysis in this study will use SEM (Structural Equation Modeling) analysis techniques. This study resulted in the finding that destination service quality and destination personality have no effect on destination loyalty. Destination image and self-congruity have a positive effect on destination loyalty. Destination image is a mediating variable on the effect of destination service quality on destination loyalty, while self-congruity is not a mediating variable on the influence of destination personality on destination loyalty.

I. Introduction

The tourism sector is an industry that has a social, economic and management impact, preservation of natural and cultural resources. Tourism activities are able to contribute to improving the economy of a country including Indonesia (Redita, 2017). Based on data from the Ministry of Tourism and Creative Economy, the achievements in the national tourism sector in Indonesia during the period 2015 to 2019 experienced consistent and significant growth so that it was able to contribute to the national GDP of 4.8% and as a *leading sector* / foreign exchange contributor of 197 trillion after the palm oil industry (Ministry of Tourism and Creative Economy, 2020)

The growth of tourism in Indonesia was unable to survive in 2020 due to the Covid-19 pandemic problem. The tourism sector became the most slumped and took a long time for its recovery. Positive confirmed cases of Covid-19, large-scale social restrictions and the closure of access gates in and out of the country ultimately resulted in a decrease in income from the tourism sector by 20.7 billion (Fatahillah, 2021). This is unavoidable because tourists from abroad have decreased in numbers and likewise with tourists from within the country, then the policy of closing tourist attractions and entertainment finally resulted in the lack of tourist attractions, hotel visitors, and restaurants.

In 2021, data in the first half, namely until August, the number of foreign tourist visits to Indonesia reached 1.06 million visits, a decrease of 69.17% compared to the same period in 2020 which amounted to 3.44 million visits. The Room Occupancy Rate (TPK) of star classification hotels in Indonesia in August 2021 reached 25.07%, a decrease of 7.86% compared to the TPK in August 2020 which was recorded at 32.93%. In contrast,

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the TPK in August 2021 experienced an increase of 2.69% when compared to July 2021. The average length of stay of foreign and Indonesian guests at star-classified hotels during August 2021 was recorded at 1.60 days or a decrease of 0.04% when compared to the average length of stay in August 2020 (Berita Resmi Statistik, 2021).

Foreign tourists staying at hotels calculated by the room occupancy rate (TPK) also decreased by 7.86%. The highest TPK was recorded in North Maluku at 50.18%, followed by South Sumatra and East Kalimantan at 42.27% and 41.98%, respectively, while Bali was still recorded as the province with the lowest TPK, which was 4.77%. Several provinces experienced an increase in TPK with the largest increase recorded in North Maluku with 33.81%, but most provinces experienced a decrease in TPK with the highest decrease recorded in DI Yogyakarta by 18.95%, then South Sulawesi by 17.96% and West Sulawesi by 13.42% (Official Statistical News, 2021).

The highest rate of decrease in room knowledge (TPK) in YOGYAKARTA among other provinces in Indonesia has made the local government have to take steps to re-make tourism in the Special Region of Yogyakarta as one of the tourist destinations that are always crowded. DIY tourism was also affected by Covid during 2020 with a decrease in the number of tourist visits in tourist destinations (IKP) from 27,365,291 people in 2019 to only 9,961,315 people in 2020 or a decrease of 17,403,976 people (63.59%). The achievement of tourist visit performance also decreased drastically from 106.03% to 20.25% in 2020, even though the number of Tourist Attractions (DTW) has only added 99 DTW or an increase of 105.31% from 94 DTW in 2019 to 193 DTW in 2020.

Increasing Tourist Attraction (DTW) in DIY should if there is no covid 19 pandemic will be able to have a positive impact on the economy. The DTW is very diverse ranging from marina attractions, tirta tours, history, natural tourism, museums, and other tours. The DIY government in 2021 has made various efforts to restore the tourism sector by opening beach and other outdoor tourism destinations by implementing complete health protocols. The DIY government also develops applications during the *new normal* era through the Tourism Office and the Communication &Information Service in the form of the Visiting Jogja and Jogja Pass applications. Visiting Jogja is an application implemented by the DIY government to minimize the occurrence of direct contact between tourists, and ensure that the capacity of tourist attractions is really fulfilled up to 50% from when things were normal. For tourists, this application can be used to book tourist tickets and tourists will also know the number of visits to the destination or attraction they want to visit. Unlike the Jogja Pass application, it is used as a tourist identity to book tourist destinations. Tourists who register in this application will get a digital identity and get a QR *code* that will be scanned by the tour manager.

The DIY Government's strategy to restore the tourism sector in 2021 through the opening of tourist attractions, the implementation of health protocols, the implementation of the Visiting Jogja and Jogja Pass applications and supported by an increase in DTW or new destinations shows that there are efforts from the government to improve the quality of services in each destination in the region or what is called *destination service quality*. This *destination service quality* can be seen from the attributes that shape the quality of service which include: tourist accommodation, transportation, cleanliness of the tourist environment, hospitality, aktivibags, facilities, language and security in the tourist destination environment (Dedeoğlu, Van Niekerk, Weinland, & Celuch, 2019). This *good destination service quality* will ultimately be able to affect the level of loss of tourists or what is called *destination loyalty*.

Destination image and self-congruity are also factors that can affect *destination loyalty* because destination loyalty to tourists can be formed from an appropriate or

suitable perception between the tourist's personal self and the tourist destinations visited. This is in the opinion of Dedeoğlu *et al* that repeated visits to tourist destinations are made by tourists naturally and are motivated by the nature of conformity or self-compatibility with the destination (Dedeoğlu et al., 2019). Tourists will be able to feel comfort when they are in a tourist destination because of the nature of conformity or compatibility with the destination so that in the end it affects tourist loyalty to the destination (Kilic & Sop, 2012). Research (Artuger, Cetinsoz, & Kilic, 2013) (Kim, Malek, Kim, & Kim, 2018), (Sirgy, Johar, Samli, & Claiborne, 1991) and (Kim et al., 2018) found that *destination image* has a positive effect on *destination* loyalty. *Self-congruity* has a positive effect on *destination loyalty* (Kilic & Sop, 2012), but it is different from the results of research (Ardyan & Wibisono, 2019) that *self-congruity* has a negative effect on *destination loyalty*.

The *existence of a research gap* in the effect of *destination service quality* on *destination loyalty* encourages researchers to research further so that the results obtained have consistency. Some of the research literature above, shows that tourist loyalty (*destination loyalty*) cannot be formed only through *destination service quality* but tourists tend to consider a high degree of self-congruity between *the* concept of personality (*destination personality*) and the image of the destination (*destination image*) so that it will be able to realize *destination loyalty*. On this basis, researchers will use the *variables destination image* and *self-congruity* as variables that can strengthen the influence of *destination service quality* and *destination personality* on *destination loyalty*.

II. Review of Literature

2.1 Destination loyalty

Destination loyalty can be interpreted as a product and tourists can revisit it at a later time or want to recommend to others to want to visit the destination. In this case, what is meant by *destination loyalty* is a perception of tourists related to a destination they have visited with the desire to visit again and recommend it (Fitrizal, Elfiswandi, & Sanjaya, 2021).

The level of loyalty of tourists to a destination is expressed through an intention to visit again one day and the intention to recommend to others of the destination he has felt (Artuger et al., 2013). The intention of tourists either to revisit or recommend this can be used as an aspect of measuring the level *of destination loyalty*. The existence of a positive experience owned by tourists allows for the intention to return to visit in the future and will even invite others to visit the destination. The behavior of these tourists shows positive information in supporting there is a high level. Based on the description of the theory above, the hypothesis can be drawn as follows:
H1: There is a positive influence *of destination service quality on destination loyalty*

2.2 Destination Personality

Destination personality is a collection/set of personality traits related to goals (Ekinci & Hosany, 2006). Destination personality refers to the personality of the brand in the context of tourism literature. *Destination personality* is the branding of the tourism office towards destinations that utilize human characteristics (Kim et al., 2018). *Destination personality* can be interpreted as "the tourist's perception of a destination which is reflected in the attachment that exists in the memory". *Destination personality* in the field of tourism begins with the history of brand personality as a component in influencing certain consumer preferences (Setiawan, 2015).

Based on the description of the theory above, the hypothesis can be drawn as follows:

H2: There is a positive influence *of destination personality* on *destination loyalty*

2.3 Destination Image

Destination image is defined as the expression of knowledge, impressions, prejudices, imaginations, and emotions that individuals have towards a particular place (Cruz, Bermúdez, & Tous, 2018). In terms of impressions, with reference to the fact that they may be right or wrong, real or just imagination. *This destination image* is a tool to increase the number of visitors to a place because it affects the choice of destination and the decisions of individual tourists.

Based on the description of the theory above, the hypothesis can be drawn as follows:

H3: There is a positive influence *of destination image* on *destination loyalty*

The destination image or destination image is able to become one of the knowledge of visitors / tourists who are able to build a loyal attitude from tourists. In this case, the loyalty of tourists to the destination can be seen from the attitude of the tourist himself, where attitude is a cognitive component related to one's knowledge. Tourist knowledge can be formed by *destination image*, so that *destination loyalty* to destinations can be determined by *destination image* (Main, 2019). Based on the description of the theory above, the hypothesis can be drawn as follows:

H4: There is a positive influence of *destination image* on *destination loyalty*

The good quality of service from a tourist destination will be able to provide a positive image in the minds of tourists so that a sense of joy and satisfaction arises after visiting the tourist attraction so that there is a high loyal attitude to the destination. This shows that *destination image* will be able to strengthen the influence of *destination service quality* on *destination loyalty*. Based on the description of the theory above, the hypothesis can be drawn as follows:

H5: There is a positive influence of *destination service quality* on *destination image*

2.4 Self-Congruity

Self-congruity is a concept that is interrelated or related between the characteristics of a traveler and the personality of a brand / destination that has been felt by a tourist to the formation of a tourist's relationship with the brand / destination (Boksberger, Dolnicar, Laesser, & Randle, 2011). Meanwhile, Kilic & Sop defines *self-congruity* in the context of tourism, namely the compatibility between the image of the destination and the self-image of tourists has an impact on the intention to revisit tourists (Kilic & Sop, 2012).

This shows that *self-congruity* is able to strengthen the influence of *destination personality* on *destination loyalty*.

H6: There is a positive influence *of destination personality* on *self-congruity*.
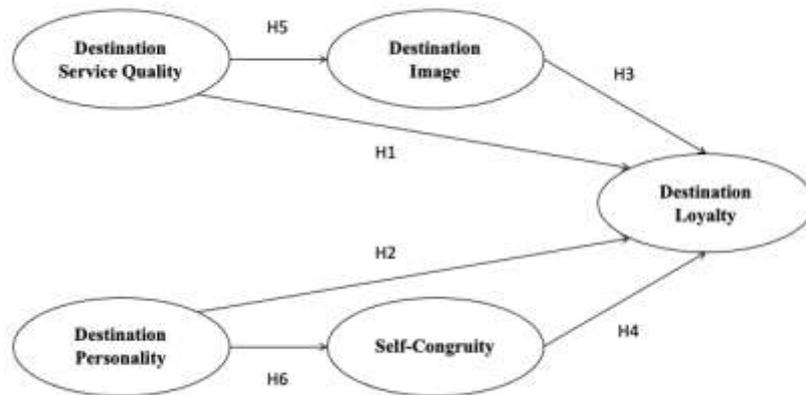
2.5 Theoretical Thinking Framework

Figure 1. *Theoretical Thinking Framework*

III. Research Method

The population in this study were all tourists who were in DIY tourism objects at the time of the study. The sample used in the study must be able to represent the population because of that, this study determines the number of samples as in SEM research using assumptions in the form of (1) estimation that the sample size should be 100 or greater for the maximum likelihood estimation (MLE) technique; (2) based on the guidelines that the sample is 5-10 x estimated parameters/indicators, for example there are 20 indicators, so the required sample is 100 to 200 samples). Based on these provisions, in this study there were 31 variable indicators so that a sample of 155 tourists (31 x 5) was obtained. The sample of this study was 155 tourists who visited Yogyakarta Tourism Object, taken by incidental sampling technique, namely the coincidence technique, when researchers met tourists at tourism objects in the city of Yogyakarta.

IV. Result and Discussion

4.1 Demographics

Thegeneral description of respondents is an analysis of the characteristics of respondents to find out who was the respondent in this study. The characteristics of the respondents studied included identification according to the city of origin, age, education, frequency of visiting Yogyakarta tourist attractions, sources of obtaining tourist information, the nature of tourist travel, and the transportation used. The following are the characteristics of the study respondents by city of origin.

Table 2. Identify Respondents by City of Origin

Criterion	Information	Sum	Percentage
Profession	Private Employees	36	23,2%
	Student	21	13,5%
	Self employed	13	8,4%
	Civil Servants	13	8,4%

	Teacher	12	7,7%
	Other	60	38,7%
Gender	Man	51	32,9%
	Woman	104	67,1%
Age	17 to 20 Years	7	4,5%
	21 To 30 Years	129	83,2%
	31 To 40 Years	13	8,4%
	41 4 to 50 Years	6	3,9%
	Over 50 years old	0	0%
Education	SD/Equivalent	1	0,6%
	Junior High School/Equivalent	0	0,0%
	High School/Equivalent	23	14,8%
	Diploma	19	12,3%
	Bachelor	104	67,1%
	Master	8	5,2%
Travel Resources	Social Media	85	54,8%
	Family/Relatives	37	23,9%
	Friend	30	19,4%
	Television	3	1,9%
Duration of Visit	1 day	47	30,3%
	2 days	51	32,9%
	3 days	42	27,1%
	4 days	6	3,9%
	5 days	3	1,9%
	More than 5 days	6	3,9%

This study was dominated by respondents from Semarang City, namely 31% with the profession as a private employee with the most 23.2% and female gender 67.1%. The age of the most respondents was between 21 to 30 years old as much as 83.2% with a bachelor's education level of 67.1%. The most visited tourist attraction is Malioboro, which is 54.8%, with information   sources obtained from social media as much as 54.8%. The majority of respondents visited by family as much as 37.4% using private vehicles as much as 78.1% and visiting for 2 days as much as 32.9%.

4.2 Validity Test

Validity tests in a study are carried out to determine the validity or validity of the indicators used as a tool for measuring variables. The indicator used can be said to be valid if the indicator has a *standardized loading estimate* value above 0.50. *The standardized loading estimate value* can be seen in the *standardized regression weight table.*

Table 3. Value *of Mahalanobis Distance Standardized Regression Weights: (Group number 1 - Default model)*

			Estimate
AT	<---	DSQ	,860
SC	<---	DP	,770
DL	<---	DSQ	-,859
DL	<---	DP	1,005
DL	<---	SC	,301
DL	<---	AT	,575
DSQ16	<---	DSQ	,621
DSQ15	<---	DSQ	,663
DSQ11	<---	DSQ	,614
DSQ9	<---	DSQ	,651
DSQ7	<---	DSQ	,587
DSQ5	<---	DSQ	,543
DSQ4	<---	DSQ	,520
DSQ3	<---	DSQ	,532
DSQ1	<---	DSQ	,490
DP12	<---	DP	,682
DP10	<---	DP	,550
DP8	<---	DP	,759
DP7	<---	DP	,736
DP5	<---	DP	,668
DP4	<---	DP	,723
DP1	<---	DP	,617
DI1	<---	AT	,747
DI4	<---	AT	,731
DI6	<---	AT	,722
DI8	<---	AT	,649
ON10	<---	AT	,711
DI12	<---	AT	,762
DI14	<---	AT	,702
ON15	<---	AT	,564
DI16	<---	AT	,422
DL5	<---	DL	,680
DL6	<---	DL	,754
DL7	<---	DL	,729
DL8	<---	DL	,719
DL10	<---	DL	,773
DL11	<---	DL	,797
DL12	<---	DL	,741
SC8	<---	SC	,739
SC7	<---	SC	,732
SC5	<---	SC	,669
SC4	<---	SC	,745

Validity tests in a study are carried out to determine the validity or validity of indicators used as a tool to measure variables. The indicator used can be said to be valid if the indicator has a *standardized loading estimate* value above 0.50. *The standardized loading estimate value* can be seen in the *standardized regression weight table.*

4.3 Realibility test and Variance Extracted

Reliability tests are carried out to determine the level of consistency of indicators that are used to measure variables. The technique used to test reliability is with *composite reliability* and *exacted variance* techniques. Testing with *the composite reliability* technique can be qualified if the value of ≥ 0.7. Testing with the *variance extracted* technique is said to be qualified if it has a value of ≥ 0.5.

Table 4. Validity Test with *Convergent Validity* Test

Variable	Instruments	λ	λ_2	$1-\lambda_2$	AVE	CR
AT	DI1	0,747	0,558009	0,441991	0,557	0,881
	DI4	0,731	0,534361	0,465639		
	DI6	0,722	0,521284	0,478716		
	DI8	0,649	0,421201	0,578799		
	ON10	0,711	0,505521	0,494479		
	DI12	0,762	0,580644	0,419356		
	DI14	0,702	0,492804	0,507196		
	ON15	0,564	0,318096	0,681904		
	DI16	0,422	0,178084	0,821916		
DSQ	DSQ16	0,621	0,385641	0,614359	0,534	0,821
	DSQ15	0,663	0,439569	0,560431		
	DSQ11	0,614	0,376996	0,623004		
	DSQ9	0,651	0,423801	0,576199		
	DSQ7	0,587	0,344569	0,655431		
	DSQ5	0,543	0,294849	0,705151		
	DSQ4	0,52	0,2704	0,7296		
	DSQ3	0,532	0,283024	0,716976		
	DSQ1	0,49	0,2401	0,7599		
DP	DP12	0,682	0,465124	0,534876	0,562	0,856
	DP10	0,55	0,3025	0,6975		
	DP8	0,759	0,576081	0,423919		
	DP7	0,736	0,541696	0,458304		
	DP5	0,668	0,446224	0,553776		
	DP4	0,723	0,522729	0,477271		
	DP1	0,617	0,380689	0,619311		
DL	DL5	0,68	0,4624	0,5376	0,552	0,896
	DL6	0,754	0,568516	0,431484		
	DL7	0,729	0,531441	0,468559		
	DL8	0,719	0,516961	0,483039		
	DL10	0,773	0,597529	0,402471		
	DL11	0,797	0,635209	0,364791		
	DL12	0,741	0,549081	0,450919		
SC	SC8	0,739	0,546121	0,453879	0,521	0,813

			Estimate		
SC7			0,732	0,535824	0,464176	
SC5			0,669	0,447561	0,552439	
SC4			0,745	0,555025	0,444975	

The calculation results in Table 4. 31 shows that all indicators used in this study have a value above the *required cut of value*, so it can be said that the data in this study have met valid and reliable criteria.

4.4 Hypothesis Testing

In this study, 6 hypotheses were proposed with the results as in the following table:

Table 5. Standardized Regression Weight & Regression Weight Full Model

			Estimate	S.E.	C.R.	P	Information
AT	<---	DSQ	0,915	0,124	7,353	***	Accepted
SC	<---	DP	0,689	0,11	6,26	***	Accepted
DL	<---	DSQ	-0,847	1,1	-0,769	0,442	Not Accepted
DL	<---	DP	0,965	1,072	0,9	0,368	Not Accepted
DL	<---	SC	0,323	0,105	3,075	0,002	Accepted
DL	<---	AT	0,533	0,125	4,264	***	Accepted

Source: Primary data processed, 2022

Based on the data processing that has been carried out, it is known that the CR value on the influence between *destination service quality* (DSQ) on *destination loyalty* (DL) is -0.769 P value of 0.442. These two values indicate values above 1.96 for CR and above 0.05 for P values, thus it can be concluded that hypothesis 1 of this study can **be rejected** or DSQ *destination service quality* (DSQ) has no effect on *destination loyalty* (DL).

The Nilai CR on the effect between *destination personality* (DP) on *destination loyalty* (DL) is 0.9 P value of 0.368. These two values indicate that values above 1.96 for CR and above 0.05 for P values, thus it can be concluded that hypothesis 2 of this study can **be rejected** or there is no influence of *destination personality* (DP) on *destination loyalty* (DL). The Nvalue of CR on the effect between *destination image* (DI) on *destination loyalty* (DL) is 4,264 P value of 0.000. These two values indicate that values above 1.96 for CR and below 0.05 for P values, thus it can be concluded that hypothesis 3 of this study is acceptable or there is an influence of *destination image* (DI) on *destination loyalty* (DL). The Nilai CR on the influence between *self-congruity* (SC) on *destination loyalty* (DL) is 3.075 P value of 0.002. These two values indicate that values above 1.96 for CR and below 0.05 for P values, thus it can be concluded that hypothesis 4 of this study is acceptable or there is an influence of *self-congruity* (SC) on *destination loyalty* (DL).

The Nvalue of CR on the effect between *destination service quality* (DSQ) on *destination image* (DI) is 3.353 P value of 0.000. These two values indicate that values above 1.96 for CR and below 0.05 for P values, thus it can be concluded that hypothesis 5 of this study is acceptable or there is an influence of *destination service quality* (DSQ) on *destination image* (DI). The Nilai CR on the influence between *destination personality* (DP) on *self-congruity* (SC) is 6.26 P value of 0.000. These two values indicate that values above 1.96 for CR and below 0.05 for P values, thus it can be concluded that hypothesis 6 of this study is **acceptable** or there is an influence of*destination personality* (DP) on *self-congruity* (SC).

4.5 Analysis of Direct Efect, Indirect Effect and Total Efect

Influence analysis is performed to analyze the strength of influence between constructs both direct, indirect, and total influence. The *direct effect* is nothing but the coefficients of all the coefficient lines with an arrow of one end. Indirect *effect* is an effect that arises through an intermediate variable. The total *effect* is the effect of various relationships. Based on the coefficient results of *structural equation modelling* shows direct, indirect, and total influences as follows.

Table 6. *Standardized Direct Effect* Values

	Destination Personality	Destination Service Quality	Self Congruity	Destination Image	Destination Loyalty
Self-Congruity	,752	,000	,000	,000	,000
Destination Image	,000	,796	,000	,000	,000
Destination Loyalty	,464	-,289	,324	,547	,000

Source: Primary data processed, 2022

Based on table 6. above, it can be seen that the destination image (DI) variable has a considerable direct influence on destination loyalty (DL) which is 54.7% (0.547). The Destination personality (DP) variable has a direct influence on the destination loyalty (DL) variable, which is 46.4% (0.464). The self-congruity (SC) variable has a direct effect on destination loyalty (DL) by 32.4% (0.324) while Destination Servis Quality has a negative influence of 28.9% (-0.289).

Table 7. *Standardized Indirect Effect* Value

	Destination Personality	Destination Service Quality	Self Congruity	Destination Image	Destination Loyalty
Self-Congruity	,000	,000	,000	,000	,000
Destination Image	,000	,000	,000	,000	,000
Destination Loyalty	,244	,435	,000	,000	,000

Source: Primary data processed, 2022

Based on table 7 above, it can be seen that *the destination service quality* (DSQ) variable has an indirect influence on th Destination Loyalty (DL) variable, which is 43.5% (0.435) while destination personality (DP) has an indirect influence on *Destination Loyalty* (DL) which is 24.4% (0.244).

Table 8. *Standardized Total Effect* Value

	Destination Personality	Destination Service Quality	Self Congruity	Destination Image	Destination Loyalty
Self-	,752	,000	,000	,000	,000

	Destination Personality	Destination Service Quality	Self Congruity	Destination Image	Destination Loyalty
Congruity Destination Image	,000	,796	,000	,000	,000
Destination Loyalty	,708	,146	,324	,547	,000

Based on the table above, it can be seen that the largest total growth is the destination personality (DP) variable, which is 70.8% (0.708). Then the total influence of the DSQ variable on destination loyalty (DL) was 14.6% (0.146), the influence of the total destination image (DI) variable on destination loyalty (DL) was 54.7% (0.547) while the *self-congruity* (SC) variable had a total growth of 32.4% (0.324).

The indirect effect of *Destination Service Quality* (DSQ) on *Destination Loyalty* (DL) through *Destination Image* (DI) proved significant, as the magnitude of indirect influence was greater than its direct influence. The direct effect of DSQ on DL was 28.9% (-0.289) while the indirect effect was 43.5% (0.435). These results show that *Destination Image* (DI) is an intervening variable that connects *Destination Service Quality* (DSQ) with *Destination Loyalty* (DL).

The indirect influence of *Destination personality* (DP) on *Destination Loyalty* (DL) through *Self Congruity* (SC) proved insignificant, as the magnitude of indirect influence was smaller than its direct influence. The direct effect of DP on DL was 46.4% (0.464) while the indirect effect was 24.4% (0.244).

4.6 Analysis of Direct Efect

Destination *service quality* refers to the quality performance of the attributes and services owned by DIY tourism objects that are felt by tourists. Therefore, tourist destination managers need to ensure that the quality of services received by tourists from their destinations is good and makes tourists want to visit again in the future. The quality of services offered by destinations (*DSQ*) includes the performance of the attributes that make up a destination such as accommodation, transportation, cleanliness, hospitality, activities, facilities, language and security.

The results of this study found that *destination service quality* has no effect on *destination loyalty*. The absence of this influence shows that *destination service quality* that is getting better or worse is not able to provide a change in the loyalty of tourist destinations in DIY tourist attractions. These findings are in line with the results of research (Kusuma, 2016), (Cristobal et al., 2007) and (Mohamad et al., 2019) that there is no influence between the quality of destination services on the level of destination loyalty.

This study found that there is a significant positive influence of *self-congruity* on *destination loyalty* in tourists of the Yogyakarta Special Region tourist attractions. The existence of this significant positive understanding shows that the better *the self-congruity*, the higher the *destination loyalty*, on the other hand, if *the self-congruity* is bad, the *destination loyalty* will also be lower for tourists of the Yogyakarta Special Region tourist attractions. This finding is in line with the results of Kilic &Sop's research that the three aspects of *self-congruity* (ideal self-conformity, social self-conformity and social ideal self-conformity) have a positive effect on *destination loyalty* on the aspect to recommend,

then the measure of self-conformity (actual self-conformity and ideal self-conformity) has a significant effect on *destination loyalty* (Kilic & Sop, 2012).

The influence of *self-congruity* is because the loyalty of the destination to tourists who visit diy tourists can be formed from the existence of an appropriate or suitable perception between the tourist's personal self and the tourist destinations visited. In this case, tourists who visit feel comfortable when they are in a DIY tourist destination as stated by (Kilic & Sop, 2012) that with the nature of conformity or self-suitability with the destination so that in the end it affects the loyalty of tourists to the destination. This is also in line with the opinion of Dedeoğlu *et al* that repeated visits to tourist destinations are made by tourists naturally and are motivated by the nature of conformity or self-suitability with the destination (Dedeoğlu et al., 2019).

The results of this study show that *destination image* is proven to be able to strengthen the influence of *destination service quality* on *destination loyalty* so that the existence of *destination image* is an *intervening* or intermediary variable. This shows that the quality of good destination service from a tourist destination will be able to provide a positive image in the minds of tourists so that there is a sense of joy and satisfaction after visiting the tourist attraction so that there is a high loyal attitude to the destination.

Destination image is able to strengthen the influence on *destination loyalty* because tourist knowledge can be formed by *destination image*, so that *destination loyalty* to destinations can be determined by *destination image* (Main, 2019). These results show that the higher the assessment between *destination service quality* and *destination image* of tourists, the higher the tourist has a good attitude towards the destination, so that there is an intention in the tourist to revisit and recommend to others or in other words form destination loyalty. This shows that *destination image is* able to strengthen the influence *of destination service quality* on *destination loyalty*.

The results of this study show that *self-congruity* has proven to be unable to strengthen the influence of *destination personality* on *destination loyalty* so that the existence of *self-congruity* is not an intervening or intermediary variable. This result also suggests that the direct influence between *self-congruity* on *destination loyalty* and the direct influence between *destination personality* is greater than its indirect influence. In this case, although the greater the fit between *the destination personality* and *the self-congruity* of tourists, it is not able to make the higher the tourist has a good attitude towards the destination, so there is an intention in the tourist to revisit and recommend to others or in other words form destination loyalty. This shows that *self-congruity* is not able to strengthen the influence of *destination personality* on *destination loyalty*.

V. Conclusion

Based on the results and findings of this study, it is hoped that it can be used as evaluation material for local governments in maintaining or increasing destination loyalty from tourists. The lowest indicator of destination loyalty, namely destinations that have a competitive advantage over competitors, shows that tourist destinations in Yogyakarta in the eyes of respondents do not have an advantage over other regions, for example Bali, Lombok and other cities in Indonesia which are often tourist destinations. Therefore, to increase the excellence of tourist destinations, the DIY government needs to implement a digital tourism strategy with various platforms to attract tourists not only from local but also foreign countries in order to help realize the vision of DIY tourism as one of the leading destinations in Southeast Asia by 2025.

Digital tourism strategies that can be carried out by means of hotels must be CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) certified, so that every tourist can stay safely and comfortably. In addition, the DIY government needs to create a special platform or website that contains various tourist attractions with the theme of Djogja Istimewa and provides a cashless environment payment system, or digital payments using QRIS (Quick Response Code Indonesian Standard). In addition, DIY as an area that has a lot of entrepreneurial potential needs to be managed properly to become a tourist destination with international standards. The government cannot act alone and of course other stakeholders, especially the community must be included in forming a destination service quality and destination image. This is because the destination service quality and destination image are a reflection of the culture of the regional community and these conditions are the characteristics that distinguish the area from other regions.

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