

ABSTRACT

Indonesia is an archipelago that has many tribes, cultures and customs in it. Indonesia also has stunning natural beauty that makes Indonesia a place for tourism purposes. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. One of Indonesia's most look-after cities in 2017 as a tourist destination according to Google's version 6 of Liputan is Bandung. Based on the results of the pre-survey of 38 respondents overall Farmhouse was satisfied with Farmhouse but was not loyal to Farmhouse due to the many tourist attractions in Bandung which according to respondents were more interesting than Farmhouse Lembang Bandung.

This study aims to determine the influence of Destination, Tourism Facilities, and Marketing Experiments on Loyalty through visitor satisfaction at Farmhouse Lembang Bandung.

This study uses quantitative methods with descriptive and causal research types. Sampling is done by non-probability sampling method type Accidental Sampling, with a total of 100 respondents. Descriptive analysis techniques and path analysis.

Based on the results of the research from descriptive analysis shows that the variables of Destination, Tourism Facility, Experiential Marketing, Satisfaction and Loyalty variables are in the good category. The results of path analysis show that simultaneously and significantly the Destination, Tourism Facility and Marketing Marketing variables together influence the satisfaction variable of 66.5%, and partially Experiential Marketing variables significantly influence the Satisfaction variable while the Destination Image variable and Tourism Facilities have no significant effect on Satisfaction variables. Variables of Destination, Tourism Facility, Experiential Marketing and Satisfaction variables simultaneously influence the Loyalty variables simultaneously and significantly by 72.6% and partially the Experiential Marketing and Satisfaction variables significantly influence Loyalty variables, while the Image of Destination and Tourism Facilities variables. does not have a significant effect on Loyalty variables. Based on the results of the Path Coefficient calculation, the Destination, Tourism Facility, and Marketing Marketing variables influence the loyalty through visitor satisfaction at Farmhouse Lembang Bandung at 52.1%.

Keywords: *Destination Image, Tourism Facility, Experiential Marketing, Satisfaction, Loyalty.*