

## ABSTRACT

This study investigates the influence of service quality and location on customer loyalty at the nature-based tourist destination Boekit Gandus. The research addresses the issue of limited road access and the site's less strategic location, which pose challenges for visitors. Using a qualitative approach, data were collected through observation and interviews involving tourists and staffs. The findings reveal that despite accessibility issues, visitors continue to return, showing strong loyalty driven primarily by high service quality. Key aspects such as responsiveness, personal attention, reliability, and professionalism significantly influence customer satisfaction and loyalty. These results align with the service quality theory by Parasuraman et al. (1988), confirming that excellent service can overcome physical location constraints. This study provides practical insights for tourism managers, suggesting that improving service quality is essential in maintaining visitor loyalty even when the location is not ideal. It is recommended that stakeholders focus on enhancing service delivery while gradually improving physical access to ensure long-term success.

**Keywords:** location, service quality, customers loyalty, nature tourism, Boekit Gandus