

PENGARUH PERSONALISASI PAKET WISATA DAN *BRAND IMAGE* TERHADAP LOYALITAS PELANGGAN PADA PT. TRAVELOGIN TOUR AND TRAVEL

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh personalisasi paket wisata dan *brand image* terhadap loyalitas pelanggan PT. Travelogin Tour and Travel Palembang. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Sampel penelitian berjumlah 100 responden yang dipilih menggunakan teknik *judgement sampling*, sedangkan data dikumpulkan melalui kuesioner online dan dianalisis menggunakan SPSS Statistics 29 meliputi uji validitas, reliabilitas, regresi linear berganda, uji t, uji F, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa personalisasi paket wisata dan *brand image* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Nilai *Adjusted R Square* sebesar 0,449 menunjukkan bahwa kedua variabel mampu menjelaskan loyalitas pelanggan sebesar 44,9%, sedangkan 55,1% dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, personalisasi paket wisata dan *brand image* merupakan faktor penting dalam meningkatkan loyalitas pelanggan, khususnya pada segmen korporat dan lembaga pendidikan.

Kata kunci: personalisasi paket wisata, *brand image*, loyalitas pelanggan, tour and travel.

THE EFFECT OF PERSONALIZATION OF TOUR PACKAGES AND BRAND IMAGE ON CUSTOMER LOYALTY AT PT. TRAVELOGIN TOUR AND TRAVEL

Abstract

This study aims to examine the influence of tour package personalization and *brand image* on customer loyalty at PT. Travelogin Tour and Travel Palembang. A quantitative approach with a causal associative research design was employed. The study involved 100 respondents selected through judgement sampling. Data were collected using an online questionnaire and analyzed with SPSS Statistics 29 through validity and reliability tests, multiple linear regression, t-test, F-test, and the coefficient of determination. The findings indicate that both tour package personalization and *brand image* have a positive and significant effect on customer loyalty, both individually and simultaneously. The Adjusted R Square value of 0.449 indicates that these variables explain 44.9% of customer loyalty, while the remaining 55.1% is influenced by other factors not examined in this study. Therefore, tour package personalization and *brand image* are important factors in enhancing customer loyalty, particularly among corporate clients and educational institutions.

Keywords: tour package personalization, *brand image*, customer loyalty, tour and travel.