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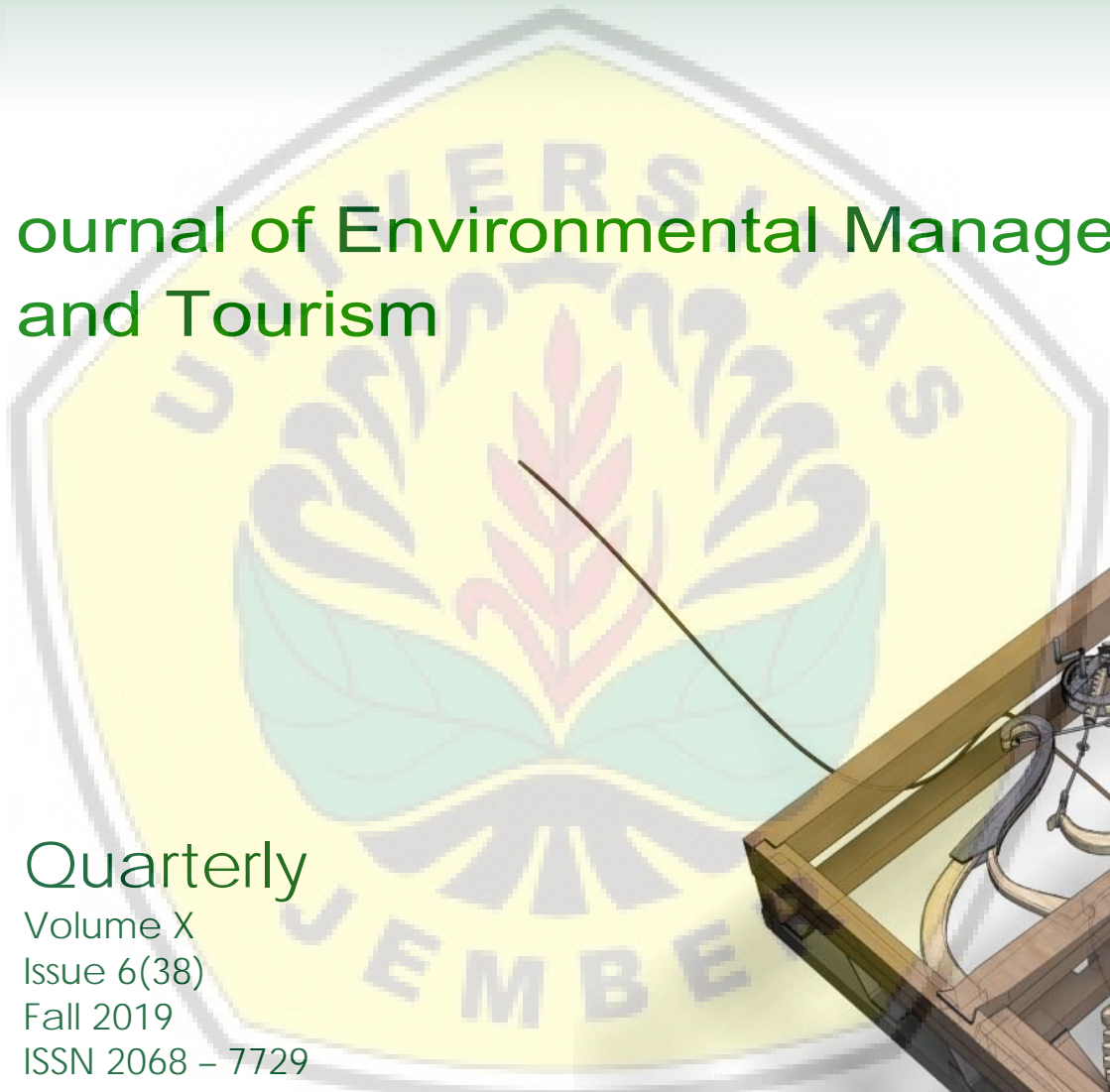
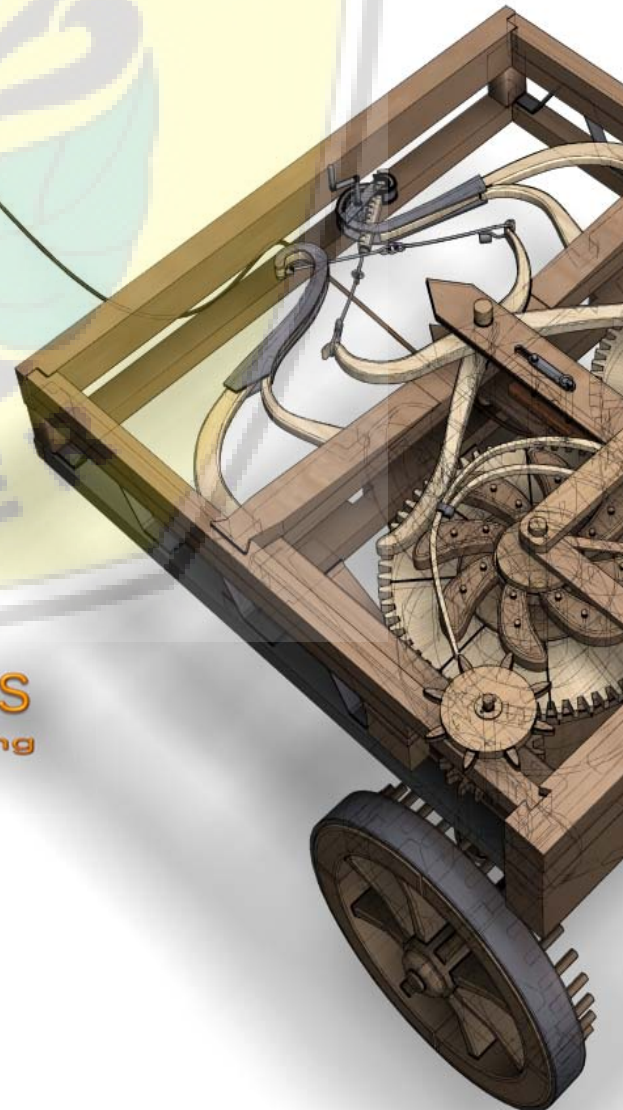
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## Contribution of Tourism Products in Creating Satisfying Quality of Tourism Services and Tourist Loyalty

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### Abstract:

This study aims to determine the effect of tourism product components consisting of attraction, facilities, and accessibility to satisfying quality of tourism services and tourist loyalty in the Regional Office of Jember East Java Province. Objects in the study were conducted at Papuma Beach in Jember Regency, Pulau Merah Beach in Banyuwangi Regency, and White Sand Beach in Situbondo Regency. The sampling technique used purposive sampling and accidental sampling with a sample of 102 respondents. The analytical tool used is path analysis (path analysis) using the help of SPSS Software. The results showed that the beach attractiveness variables and facilities had an influence on tourist loyalty variables both directly and indirectly through the variable Satisfying Quality of Tourism Services. Coastal attractiveness has the greatest indirect influence on tourist loyalty through Satisfying Quality of Tourism Services. This illustrates that the management of good coastal attractiveness in the tourism industry will encourage an increase in Satisfying Quality of Tourism Services which will ultimately encourage increased tourist loyalty. The results of the total influence were obtained that beach facilities had the greatest total influence on tourist loyalty. The results of this study contributed to the management of coastal tourism in the Regional Office of Jember, especially Papuma Beach in Jember Regency, Pulau Merah Beach in Banyuwangi Regency, and Pasir Putih Beach in Situbondo Regency, that the tourism industry should manage tourism product components in terms of maximum service quality, because it will have an impact on tourist satisfaction and loyalty.

**Keywords:** attractiveness; facilities; accessibility; satisfying quality of tourism services; loyalty.

**JEL Classification:** Z23; Z32.

### Introduction

Indonesia is an archipelago with 5 large islands such as Sumatra, Java, Kalimantan, Sulawesi and Papua as well as small islands scattered around it. Indonesia is referred to as a maritime country because the territory is mostly oceanic. Indonesia is the largest maritime country in the world, with a variety of species in it. The potential of forest natural resources and their waters, in the form of flora, fauna, and ecosystems includes natural phenomena with the beauty of nature that is owned by the Indonesian people. One of Indonesia's natural potentials is the beauty of