

***The Influence of Tourism Attraction Quality on Tourist Loyalty in Osing Kemiren***

***Traditional Tourism Village, Banyuwangi Regency***

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***ABSTRACT***

This study aims to examine the influence of tourism attraction quality on tourist loyalty in Osing Kemiren Traditional Tourism Village located in Banyuwangi Regency. The village is known for its rich Osing cultural heritage which serves as the main attraction for visitors. The research employed a quantitative method using a survey approach involving 100 respondents who had previously visited the destination. Data were collected through structured questionnaires and analyzed using simple linear regression to determine the effect of tourism attraction quality on tourist loyalty. The results indicate that the quality of tourism attractions including attraction, accessibility, amenities, and *ancillary* services has a significant and positive influence on tourist loyalty. The regression coefficient of 0.739 and a significance value of 0.000 confirm that improving the quality of attractions increases tourists' intention to revisit and recommend the destination to others. These findings are supported by interviews with tourism managers who emphasized the importance of Osing cultural elements and supporting facilities as key strengths of the village. Therefore, sustainable development of tourism attractions is essential to maintain and enhance tourist loyalty in the long term.

***Keywords:*** tourism attraction; tourist loyalty; tourism village.