

Analysis of Tourist Attractions in Lake Toba Superpriority Against Tourist Visiting Decisions Mediated by Digitalization**Elfitra Desy Surya^{1*}, Kiki Farida Ferine¹, Slamet Widodo¹, Virdyra Tasril¹**¹Universitas Pembangunan Pancabudi

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*Email: elfitradesy@dosen.pancabudi.ac.id**ABSTRACT**

This study aims to test and analyze the influence of Natural attractin, Build attraction, Cultural attractions on digitalization promotion. Testing and analyzing the influence of Natural attractin, Build attraction, Cultural attractions on tourist visiting decisions mediated by digitalization promotion. This research method is a quantitative method using a population of 300 people and using the slovin formula a sample of 171 people was obtained. Meanwhile, the analysis test carried out is with SMART PLS. From this study, it is stated that natural attraction, Build attraction, and cultural atrakso have a positive and positive impact on the decision to visit tourists to the super-priority area of Lake Toba. Meanwhile, natural attractions, build attractions, and cultural attractions have a positive and significant impact on the decision to visit tourists to the super-priority area of Lake Toba mediated by digitalization promotion.

Keywords: Natural Attraction, Build Attraction, Cultural Attraction, Digitization, Decision visit

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“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

INTRODUCTION

The government pays greater attention and hopes to the tourism sector as a new source of growth for Indonesia. The development of tourism is expected not only to be able to bring in increasing numbers of foreign and domestic tourists, but also to contribute to strengthening the structure of the national economy, encouraging equitable development, creating more jobs and improving people's welfare. In Indonesia's Vision 2045, Indonesia is expected to become one of the leading tourism destinations in the Asia and the World region, which is supported by regional diversity, ethnicity, language, world heritage and biodiversity (Ministry of Tourism and Creative Economy, (2021).

Tourism is also expected to be one of the largest foreign exchange earners in Indonesia, resulting from the arrival of foreign tourists reaching 73.6 million in 2045 and increasing Indonesia's tourism competitiveness to become the top 10 in the world. The steps to realizing the tourism development target have been announced by the Government through the development of 10 priority tourism destinations (DPP) to support Bali as the main tourism destination in Indonesia. Its implementation begins with accelerating the preparation of five super-priority destinations, namely Borobudur, Lombok, Labuan Bajo Likupang, one of which is Lake Toba (Ministry of Tourism and Creative Economy, (2021).

Table 1. Projection of Domestic and International Tourist Visits at Lake Toba

Traveler	Baseline 2018	Tourist Projection				
		2025	2030	2035	2040	2045
Skenario Toba Reborn						
Archipelago Tourists (Thousand)	1.733,5	2.831,7	3.799,1	4.348,3	4.934,8	5.144,6
CAGR Archipelago Toursts	-	7,3%	6,1%	2,7%	2,6%	0,8%
International Tourists (Ribu)	121,8	230,0	387,6	624,3	857,7	1.015,2
CAGR Internasional Tourists	-	9,5%	11,0%	10,,0%	7,0%	3,0%
Total (Ribu)	1.855,4	3.093,7	4.269,0	5.845,7	5.845,7	6.144,5
CIGR	-	7,4%	6,5%	3,2%	3,2%	1,2%

Information CIGR : Compound average growth rate or average growth

Source: Ministry of Tourism and Creative Economy 2022

Projected growth for the archipelago (wisnus) and foreign tourists (tourists) follows the Toba Reborn scenario. The Toba Reborn scenario does not depend on previous trends, but emphasizes the desire to be 'reborn' according to the expectation that (1) tourism investment will grow and improve the quality of tourism service availability, (2) the opening and development of Silangit Airport as an international gateway, (3) development of the Lake Toba Authority Area as a competitive and sustainable tourism destination, and (4) increased collaboration of various stakeholders such as the government, private sector, diaspora community and development partners. In total, the number of foreign tourists and foreign tourists visiting the Lake Toba Area in 2045 is projected to grow from around 1.8 million in 2018 to more than 6.1 million in 2045. In this 25-year period, the growth in tourist arrivals to the Lake Toba Area is projected to reach about 4.5 percent. The highest growth is expected to occur in the first 10 years of the development of the Lake Toba Region, namely between 2020-2030 (Tobasa Tourism Office)

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

The increase in tourism activities in North Sumatra, especially on Lake Toba, is strongly influenced by the availability of adequate accessibility, amenities and attractions. Provision This can be realized through the collaboration of all stakeholders. Tourism development on Lake Toba also needs to be planned by considering an integrated regional unit that is integrated physically and non-physically, by integrating various sectoral tourism plans into a comprehensive document from the macro to micro scope.

However, in reality the Lake Toba area does not yet have facilities that support tourism industry players to promote all events and amenities, attractions and accessibility in the Lake Toba area to an international level so that they can be accessed by foreign tourists. Even though this should be a very good momentum to make the Lake Toba tourist area a super priority area.

that can elevate Lake Toba tourist destinations to a higher level (worldwide) and be visited by international tourists.

LITERATURE REVIEW

Visiting Decisions of Tourists

The decision to visit consumers to a tourist attraction is basically closely related to consumer behavior. Consumer behavior is an important element in tourism marketing activities that companies need to know, because companies basically do not know about what is in the mind of a consumer before, during and after visiting a tourist attraction. The existence of a tendency for the influence of the tourism industry on the attractiveness and visiting decisions made by these consumers, indicates that company management needs to consider aspects of consumer behavior, especially the decision-making process to visit. From the explanation above, it can be concluded that the decision to visit is a person's behavior in determining a choice of tourist attractions to achieve satisfaction according to the needs and desires of consumers which include price traveled by tourists (Peter and Olson , 2016).

According to Swastha et al (2018), purchasing decisions made by buyers are a collection of a number of decisions. Each purchase decision has a structure of seven components, including decisions about product types, decisions about product forms, decisions about brands, decisions about sales, decisions about the number of products, decisions about when to buy and decisions about how to buy. The decision to visit is a stage where the consumer has a choice and is ready to make a purchase or exchange and promises to pay with the right to own or use an item or service, (Kotler, 2015:202).

In addition, Sumarwan (2011), states that a decision is an action of two or more alternative choices. All aspects of affect and cognition are involved in decision making. The key process in consumer decision making is the integration process in which knowledge is combined to evaluate two or more alternative behaviors and then selects one. Kotler and Armstrong (2018), state that purchasing decisions are the stage in the buyer's decision process where consumers actually buy.

Tourist Attractions

Hiliani et al (2019) attractions are a significant component in attracting tourists. There are three capital attractions that attract tourists, namely 1) Natural Resources (natural), 2) Cultural tourism attractions, and 3) Man-made attractions themselves. Tourism capital can

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

be developed into a tourist attraction in the place where the capital is found. The existence of attractions is the reason and motivation for tourists to visit a tourist attraction (DTW). Attractions are said to be a significant component in attracting tourists, attractions are the main capital (tourism resources) or sources of tourism. It can be concluded that a tourist attraction is anything that has beauty, is of value, whether in the form of diversity, which is unique, both in terms of cultural wealth and man-made products (man-made) which become a factor of attraction and become a destination for tourists to visit, which make tourists motivated to travel to these tourist objects.

According to Roger and Slinn (in Abdulhaji and Yusuf, 2016) attractions are everything in a tourist object that is an attraction so that people visit the place. Mauludin (2017) cites several notions of tourist attractions, namely according to the Scottish Tourist Board (Mahadewi, 2012: 2), attractions are defined as something permanent in a tourist destination. Attractions are aimed at visitors with the main objective of providing entertainment, having fun, education, watching something interesting (Yoeti, 2018). It is open to the public without reservation, must be published annually and can attract both tourists and local people every day. Furthermore, the definition of tourist attractions is classified by Ritchie and Zins (1978) and Ferrario (1979) as natural beauty, climate, sites and culture.

Yoeti (2018) states that a tourist attraction is any tourist object or attraction that can be offered to tourists so that they want to visit a particular country or tourist destination. Tourist attractions are divided into three types, namely: 1. Natural Attractions This group is landscapes, seascapes, beaches, lakes, waterfalls, botanical gardens (national parks), agrotourism (agrotourism), volcanoes (volcanoes) are included in this group are fauna and flora. 2. Build Attractions Included in this group include: buildings with attractive architects, such as traditional houses and modern buildings such as the Opera Building (Sydney), Jam Gadang (Bukit Tinggi), Taman Mini Indonesia Indah (TMII). 3 Cultural Attractions This group includes historical buildings, folklore, traditional dance, museums, religious ceremonies, art festivals, and the like. Meanwhile Yoeti (2008:45) states that attractions or attractions to be sold to tourists must fulfill three conditions, namely: 1. Something to see; 2. Something to do; and 3. Something to buy.

Digitalization Promotion

Digital is seen as the best media as the most effective and efficient means of promotion as well as being able to increase significant sales volume. The benefits of digital promotion are as follows; (1) Connecting sellers with consumers on the Internet. (2) Can generate high sales. (3) Make sellers more efficient. (4) Enabling real-time customer service. and (5) Connecting sellers with consumers who use mobile devices. Broadly speaking, the work of Digital Marketing

Responsible for everything related to digital (online) marketing and branding of its products. Like Search Engine Optimization (SEO) Isnaini (2017).

Apart from providing benefits to economic growth through tourism, digitalization also has an impact on sustainable tourism or green tourism (Saseanu et al., 2020). This is because many market segments prefer green tourism products such as attractions, accommodations, and so on. Digitalization has an important role for sustainable tourism because digitalization can market green products to the right market share which is a brand on environmental

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

preservation. Changing patterns of tourism consumption, promotion and marketing towards digitization by utilizing information and communication technology is a challenge for post-pandemic tourism actors (Toube et al., 2021). In addition, it was also stated that the consumption behavior of online-based information sources increased more than consulting with friends or relatives. Advances in digitization will also shift conventional travel agents to online platforms. In addition, technologies such as virtual reality can play an important role in digitizing media. Pahlevi et al., (2021) stated that there is a need for a new breakthrough in digital media for the tourism industry. From some of the above literacy it can be interpreted that it is so important to promote tourism products using digital media at this time. It is proven that tourism digitalization is able to provide a multiplier effect on other economic services and digitalization can create positive trends for environmental preservation through the tourism industry.

METHOD**Type and Scope of Research**

Data analysis was adapted to path analysis in Toba Samosir Regency with a quantitative approach. The scope of this research is focused on access to amenities, attractions, and accessibility in the super priority area of Lake Toba on the decision to visit tourists mediated by promotion with digitalization.

Data collection technique

According to Sugiyono (2016: 224), data collection techniques are the most strategic step in research, because the main objective of research is to obtain data. Data collection techniques used are Observation and Questionnaire.

Population and Sample

The population in this study were tourists who visited the Lake Toba super priority area, namely ± 300 people. The sampling method in this study used the Slovin formula as follows (Kurniawan, 2014) so that a sample of 171 tourists was obtained.

Data analysis method

This research was analyzed by SMART PLS. This research was conducted to analyze the attractions of Lake Toba on the decision to visit tourists mediated by digitalization.

Path analysis (path analysis) with the formula:

$$\text{Pers. sub structure 1: } Y_1 = PY_1X_1 + PY_1X_2 + PY_1X_3 + e_1$$

$$\text{Pers. sub structure 2: } Y_2 = PY_2X_1 + PY_2X_2 + PY_2X_3 + e_2$$

where :

X1 : Natural Attraction

X2 : Build Attractions

X3 : Cultural Attractions

Y1: Digitization

Y2 : Visit Decision

e : term error

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

Research result

Table 2. Descriptive Analysis
Descriptive Statistics

Variable	N	Minimum	Maximum	Sum	Mean	Std. Deviation
NA	171	1	5	600	3.51	1.054
BA	171	1	5	575	3.36	1.016
PD	171	1	5	509	2.98	.901
CA	171	1	4	506	2.96	.850
KB	171	1	5	507	2.96	.860
Valid N (listwise)	171					

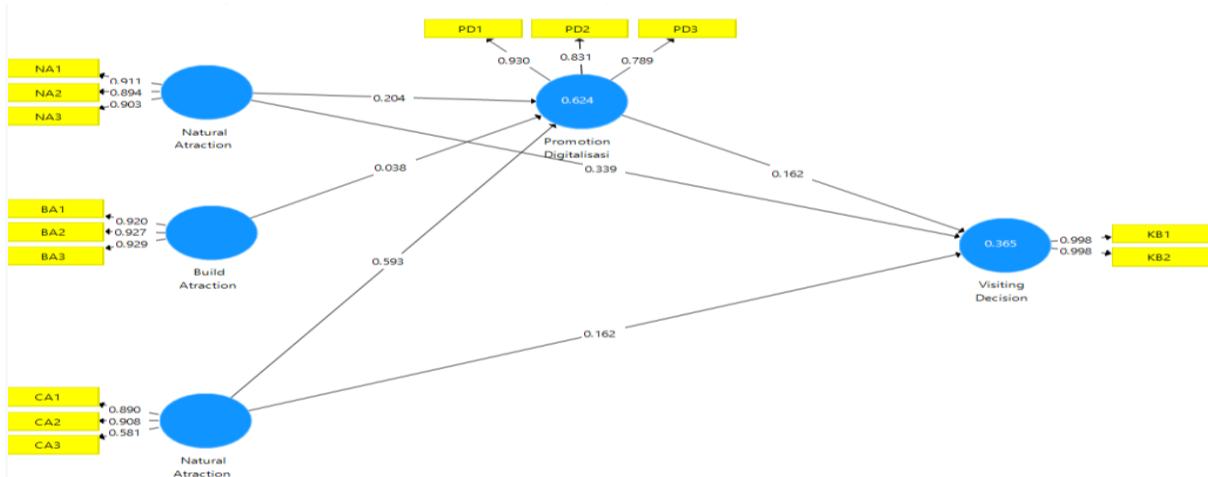


Figure 2. Full Model Research

RESEARCH RESULT

Characteristics of Respondents Characteristics of the identity of research respondents (171 respondents), including gender, age, education, income, and number of visits. The majority of respondents in this study were men, namely 53.8%, while the remaining 46.2% were women. If you look at the last education the majority of respondents have an undergraduate education, namely 75.4%. Based on age, the majority of respondents or 41.5% were aged 31 to 40 years. Based on income, the majority of tourists have high income, namely 75.3%. Based on the average visit more than once.

Validity and Reliability Tests

Table 1 is an outer model table which is an assessment of the reliability and validity of this study. Reflective measure is said to be high if it correlates more than 0.40 with the construct to be measured.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Table 3. Outer Loading

Scale Items	NA	BA	CA	PD	KB
NA1.1	0,911				
NA1.2	0,894				
NA1.3	0,903				
BA 2.1		0,920			
BA2.2		0,927			
BA2.3		0,929			
CA3.1			0,890		
CA3.2			0,908		
CA3.3			0,881		
PD 4.1				0,930	
PD4.2				0,928	
PD4.3				0,912	
KB 5.1					0,998
KB5.2					0,998

Data Source : Processed (2022)

Based on the output results of outer loading in table 1, it appears that the correlation value of all question items in the questionnaire for the overall indicator and item is above 0.40. Thus it can be concluded that the entire item has met the validity requirements. Based on the results in table 2, it appears that the sixth cronbach alpha value of the study variable is above 0.7. Thus it can be concluded that the instrument has met the reliable requirements.

Structural Model Table 2 presented the results of R-square estimation using SmartPLS. The structural model presents the relationship between research variables. The structural model was evaluated using R-square for the dependent construct of the t-test as well as the significance of the path parameter coefficient. Assessment of the model with PLS begins by looking at the R-square, the higher the R2 value means the better the prediction model of the proposed research model (Jogiyanto & Abdillah, 2009). The R-square value for the variable Y was obtained by 0.624. These results show that 62.4% of the variability of visiting decisions can be influenced by the variables Natural attraction, Build attraction and cultural attraction.

Table 4. Composite Reliability, Cronbachs Alpha and R Square

Variable	Composite Reliability	R Square	Cronbachs Alpha
NA	0,930	0	0,887
BA	0,947	0	0,916
CA	0,844	0	0,716
PD	0,888	0	0,809
KB	0,998	0,624	0,997

Source : Data processed (2022)

Hypothesis Testing

Table 3 presents the results of testing of direct structural models. Hypothesis testing is done by looking at coefficient paths that show t-statistics parameters and values. The path or inner model coefficient score indicated by the T-statistical value must be above 1.96 for the two-tailed hypothesis. The results of testing the model directly are as follows:

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Table 5. Path Coefficient-Boot Strap

Variable Relationships	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STERR) P	P Values
NA → Y	0,372	0,365	0,094	3,953	0,000
BA → Y	0,593	0,592	0,106	5,590	0,000
CA → Y	0,204	0,203	0,088	2,305	0,022
DG → Y	0,162	0,159	0,102	1,585	0,114

Source : Data processed (2022)

The Effect of Natural Atraction on Travellers' Visiting Decisions

Testing the effect of the natural attraction variable on the visitor's visiting decision showed that natural attraction had a positive and significant effect on visiting decisions with a path coefficient value of 0.372 with a T-statistic of $3.953 > 1.96$, and a p-value of $0.000 < 0.05$, so the H1 hypothesis was accepted. This means that the direction of the positively marked path coefficient indicates that if natural attractions increase, tourists' visiting decisions will also increase.

Effect of Build Atraction on Travellers' Visiting Decisions

Testing the effect of the build attraction variable on a traveler's visiting decision showed that build attraction had a positive and significant effect on visiting decisions with a path coefficient value of 0.593 with a T-statistic of $5.590 > 1.96$, and a p-value of $0.000 < 0.05$, so the H1 hypothesis was accepted. This means that the positively marked direction of the path coefficient indicates that if the build attraction increases then the decision to visit tourists will also increase.

The influence of Culture Atraction on Tourists' Visiting Decisions

Testing the influence of culture attraction variables on tourists' visiting decisions showed that culture attraction had a positive and significant effect on visiting decisions with a path coefficient value of 0.204 with a T-statistic of $2.305 > 1.96$, and a p-value of $0.022 < 0.05$, so the H1 hypothesis was accepted. This means that the direction of the positively marked path coefficient indicates that if culture attraction increases then the decision to visit tourists will also increase.

How digitalization promotion affects travellers' Visiting Decisions

Testing the effect of digitalization promotion variables on tourist visiting decisions showed that digitalization promotion had a positive and insignificant effect on visiting decisions with a path coefficient value of 0.162 with a T-statistic of $1.585 < 1.96$, and a p-value of $0.114 > 0.05$, so the H1 hypothesis was rejected. This means that the direction of the positively marked path coefficient indicates that if digital promotion increases then the visitor's visiting decisions do not increase.

DISCUSSION

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

The results of this study show that natural attraction has a significant effect on tourists' visiting decisions. This means that the higher the natural attraction, the higher the decision to visit tourists. Conversely, the lower the natural attraction, the lower the decision to visit tourists. This is in line with Suwena & Widyatmaja (2010) attractions are said to be a significant component in attracting tourists, attractions are the main capital (tourism resources) or sources of tourism. It can be concluded that tourist attractions are everything that has beauty, which is valuable, both in the form of diversity, which has uniqueness, both in cultural wealth and man-made products that are a factor of attraction and become a destination for tourists to visit. Coban (2012) proved in his research that a positive destination image will make tourists feel better satisfaction. Coban (2012) also explains that tourists who positively rate a destination's image are likely to be willing to revisit and recommend related destinations to others.

The results of this study show that build attractions have a significant effect on tourists' visiting decisions. This means that the higher the build attraction, the higher the decision to visit tourists. Conversely, the lower the build attraction, the lower the decision to visit tourists. This is in line with Yoeti (2018) states that tourist attractions are any tourist objects or attractions that can be offered to tourists so that they want to visit a certain country or tourist destination. Included in this group are: buildings with attractive architects, such as traditional houses and which include the buildings of 14 modern National Institutes of Technology such as the Opera Building (Sydney), Jam Gadang (Bukit Tinggi), Taman Mini Indonesia Indah (TMII).

The results of this study show that cultural attraction has a significant effect on tourists' visiting decisions. This means that the higher the cultural attraction, the higher the decision to visit tourists. Conversely, the lower the cultural attraction, the lower the decision to visit tourists. This is in line with Maryani (2019) which states that historical buildings, folklore, traditional dances, museums, religious ceremonies, art festivals, and the like.

The results of this study show that digitalization promotion has a significant effect on tourists' visiting decisions. This means that the higher the digital promotion carried out, the higher the decision to visit tourists. Conversely, the lower the digital promotion carried out, the lower the decision to visit tourists. If tourism in Indonesia is only focused on individuals living in densely populated areas such as Java, the country's growth will be severely hampered. There are still many other potentials from tourism outside Java that can be used as regional superior products. One of the instruments to introduce, promote and also sell other tourist attractions is the digitization of tourism which is not only enjoyed by the people of Indonesia. This is in line with research (Morris, 2019) With its broad nature and not limited by time and space, internet media causes the internet to become the main alternative in disseminating local cultural content. The Internet provides complex facilities in marketing a product, ranging from specific target consumers, specific messages, interactive capabilities, access to information, creativity, broad exposure, and speed. With this, the development of digital tourism can spread its wings through search engine marketing tools.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

These tools provide coherence in the development of digital-based tourism. In his explanation, Search engine marketing is a series of online tactics (when combined with Search engine optimization can increase the visibility of website content. Useful for researching, conveying the message and positioning of a website, attracting customers, generating brand awareness, building customer trust, and other functions that will increase exposure and traffic to its website (Sianipar and Liyushiana, 2019).

CONCLUSIONS AND SUGGESTIONS

Natural attraction has a positive and significant effect on the promotion of digitalization. The higher the natural attraction, the higher the utilization rate of digitalization promotion. Build attraction has a positive and significant effect on the promotion of digitalization. The higher the cultural attraction, the higher the utilization of digitalization promotion. Cultural attraction has a positive and significant effect on the promotion of digitalization. The higher the cultural attraction, the higher the utilization of digitalization promotion Digitalization promotion has a positive and significant effect on tourists' visiting decisions. Natural attraction has a positive and significant effect on tourists' visiting decisions through digitalization promotions. Build attraction Natural attraction has a positive and significant effect on tourists' visiting decisions through digitalization promotions. Cultural attraction has a positive and significant effect on tourists' visiting decisions through digitalization promotions.

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Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

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