

## **FACTORS INFLUENCING THE INCREASE IN DECISIONS OF INTERNATIONAL TOURISTS TO VISIT YOGYAKARTA CITY**

Armaini Akhirson<sup>1</sup>

### **Abstract:**

The purpose of this study is to determine the influence of Accessibility, Destination Image, Motivation, Safety, and Accommodation on the decisions of international tourists to visit Yogyakarta city, both simultaneously and partially. Additionally, the study aims to identify the most influential variable among Accessibility, Destination Image, Motivation, Safety, and Accommodation on the decisions of international tourists to visit Yogyakarta.

This research is a primary study that employs a qualitative approach. Based on data collection techniques, this study utilizes primary data. Primary data is obtained through observations by administering questionnaires to international tourists. The data analysis technique employed is qualitative analysis using SPSS 22 software, Validation Test, Reliability Test, Classical Assumptions, Multiple Linear Regression, F-test, t-test, and Coefficient of Determination.

The research findings indicate that: (1) There is a significant influence between motivation, safety, accommodation, destination image, and accessibility collectively on the decisions of international tourists to visit Yogyakarta. (2) Destination image, safety, motivation, and accommodation each have a positive influence on the decisions of international tourists to visit Yogyakarta individually. However, accessibility does not have a significant influence on the decisions of international tourists to visit Yogyakarta individually. (3) Accommodation is the most influential variable on the decisions of international tourists to visit Yogyakarta. This suggests that an increase in service quality and traveler comfort can lead to an increase in visits from international tourists to Yogyakarta.

**Keywords:** Accessibility, Destination image, Motivation, Safety, Accommodation, Travel Decision.

## **1. INTRODUCTION**

### **1.1 Background of Study**

The contribution of tourism holds extensive dimensions, not merely economic, but also social, political, cultural, regional, and environmental. Economically, the tourism sector makes a substantial contribution to the country's foreign exchange earnings, regional revenue (PAD), and also generates income for communities through various developed tourism ventures. This

---

<sup>1</sup> Gunadarma University. armaini@staff.gunadarma.ac.id

development also creates a significant number of employment opportunities, leading to a high rate of workforce absorption. Socio-politically, tourism development fosters pride in the nation's natural and cultural wealth. With the growth of domestic travel, tourism effectively nurtures patriotism, a sense of love for the homeland, unity, and national harmony. Socio-culturally, the global recognition of Indonesia's natural and cultural richness has generated national pride and serves as an effective tool for cultural diplomacy, enhancing Indonesia's international image. Furthermore, from a regional perspective, tourism, with its multi-sectoral and cross-regional character.

Yogyakarta has become a magnet for both international and domestic tourists due to several reasons. These reasons include affordable costs, easy transportation, delicious and accessible cuisine, abundant natural attractions, educational tourism, historical sites, and more.

The Special Region of Yogyakarta consists of 4 regencies: Bantul Regency, Gunung Kidul Regency, Kulon Progo Regency, Sleman Regency, and 1 city: the capital city of Yogyakarta..

Each regency and city has its own unique tourist features. For instance, Gunung Kidul Regency is known for its underground caves and beautiful white-sand beaches. Kulon Progo Regency offers picturesque hillscapes and exotic waterfalls. Bantul Regency charms visitors with the allure of "Negeri di Atas Awan" (The Land Above the Clouds), a popular spot known as Wisata Mangunan Jogja. Sleman Regency boasts the legendary Mount Merapi and attractions like Puncak Kaliurang (Kaliurang Peak) and the educational Gunung Merapi Museum. In the heart of Yogyakarta city, you'll find Malioboro Street, Tugu Yogyakarta, and Kilometer Zero point, which have become iconic symbols of Yogyakarta's tourism.

In general, the pattern of foreign tourist arrivals to the Special Region of Yogyakarta over the past five months in 2018 and 2019 has been relatively consistent. The arrival rate of foreign tourists gradually increases from January to March and experiences a decline in April and May. A slightly different pattern was observed in 2017. In April 2017, there was an increase in the number of foreign tourists compared to March 2017. Meanwhile, in May 2019, the number of foreign tourist visits to the Special Region of Yogyakarta reached its lowest point since January 2017.

The ten leading countries of origin for international tourists dominating visits to the Special Region of Yogyakarta from January to May 2019 are Malaysia, Singapore, China, Germany, France, the United States, India, Japan, the United Kingdom, and Australia. The total number of foreign tourist visits from these ten countries accounts for 78.70 percent of all foreign tourist visits to the Special Region of Yogyakarta during January to May 2019.

## **1.2 Research Objectives**

1. To determine whether Accessibility, Destination Image, Motivation, Safety, and Accommodation factors have a partial influence on the decisions of international tourists to visit Yogyakarta.
2. To ascertain whether Accessibility, Destination Image, Motivation, Safety, and Accommodation factors collectively have a simultaneous influence on the decisions of international tourists to visit Yogyakarta.

## **2. LITERATURE REVIEW**

### *Tourism*

Tourism is one of the driving forces of the global economy, proven to contribute to a country's prosperity. Tourism development can invigorate business activities and generate significant social, cultural, and economic benefits for a nation. When tourism is well-planned, it should yield benefits for the community in a destination. The success of tourism is reflected in government revenue from the tourism sector, which can also stimulate the growth of other sectors.

### *International Tourists*

As per the United Nations World Tourism Organization (UNWTO) recommendation, the definition of international tourists is anyone who travels to a country outside of their residence for less than one year, motivated by a primary purpose (business, leisure, or other personal reasons), and not employed by the residents of the visited country.

### *Travel Decision*

In this study, a travel decision by tourists refers to an activity where an individual or a group of people visit a specific location for recreational purposes, personal development, or to learn about the unique attractions of the destination within a temporary timeframe. The decision to visit a tourist destination in this study is approached using the behavioral decision-making perspective, allowing for the analogy of tourist travel decisions to purchasing decisions for products or services. According to Buchari (2011:96), purchasing decisions are influenced by economic and financial factors, technology, politics, culture, products, prices, location, promotion, and processes. These factors shape consumers' attitudes, guide them in processing information, and lead to conclusions in terms of which products or services they will purchase. Indicators of Travel Decision, Decision-making can be influenced by several factors. According to Kotler and Keller (2009:235), indicators in decision-making consist of: Culture, Social, Personal, Psychological

### *Motivation*

According to Mc Donald as cited in Hadis (2008:29), motivation is the change of energy within an individual characterized by the emergence of feelings and preceded by a response to a goal.

### *Security*

The security of a region or country is one of the influential factors in destination selection. Indicators of security in destination selection (Giva Pavalua 2006:27): Security during travel to the tourist destination and Security while at the tourist destination.

### *Accommodation*

Accommodation refers to something provided to fulfill needs, such as a place to stay or temporary housing for travelers. Further, Munavizt states that tourism accommodation can encompass places where tourists can rest, stay, bathe, eat, drink, and enjoy the provided services. Indicators of Accommodation, According to Agustini et al. (2018), there are several

indicators for accommodation, including: Location, Facilities, Service Quality, Price, Reputation, Promotion and Loyalty program.

### *Destination Image*

Lawson and Bovy as cited in Lopes (2011:307) define that "destination image is a concept as the expression of all objective knowledge, prejudices, imagination, and emotional thoughts of an individual or group about a particular location." This means that destination image represents the collective understanding, biases, imagination, and emotional perceptions of individuals or groups towards a specific location. Indicators of Destination Image, There are three indicators of destination image according to Hailin Qu et al. (2011:470), as follows: Cognitive destination image, consisting of the quality of experiences gained by tourists, tourist attractions in a destination, the environment and infrastructure in the area, entertainment, and cultural traditions of the destination. Unique image, consisting of the natural environment, the attractiveness of a destination, and local attractions in that destination. Affective destination image, consisting of pleasant, stimulating, relaxing, and appealing feelings experienced when in a particular destination.

### *Accessibility*

Accessibility is one of the factors supporting tourism development. The easier the access to a tourist destination, the more it provides a sense of safety and comfort for tourists during their journey. According to Bintarto, "accessibility is the ease of movement from one place to another within a region.". Indicators of Accessibility, Accessibility, in this context, not only refers to the convenience provided to potential tourists before they visit but also their ease of movement during their travel in the tourist destination. According to A. Yoeti, Oka:1996 (as cited in Baiturrahman:2019), indicators of accessibility include: Visa services for visitors, Availability of direct flights, Existence of tourism industry infrastructure, Immigration and customs services, Availability of tourist information centers

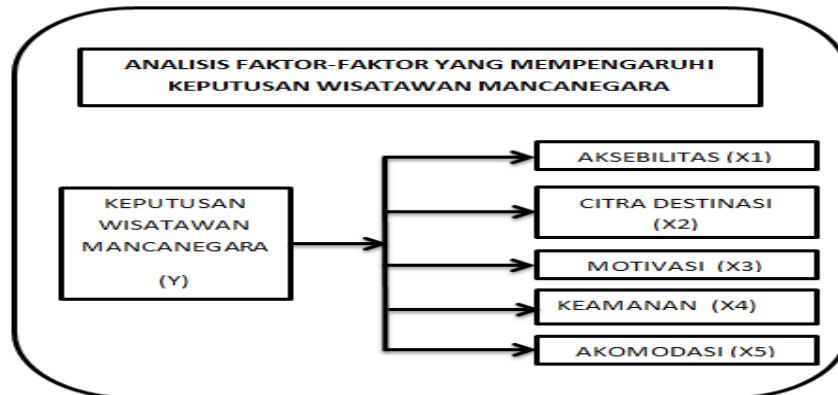
## **3. RESEARCH FRAMEWORK**

The research framework illustrates the influence of five independent variables, namely accessibility, destination image, motivation, security, and accommodation, on the dependent variable, which is the decision of international tourists to visit the city of Yogyakarta.

The hypotheses proposed and tested in this study are as follows:

- H1: It is hypothesized that there is an influence of accessibility, destination image, motivation, security, and accommodation on the decision of international tourists to visit Yogyakarta, partially.
- H2: It is hypothesized that there is an influence of accessibility, destination image, motivation, security, and accommodation on the decision of international tourists to visit Yogyakarta, simultaneously.

**Figure 1. Research Framework**



Source: Author

#### 4. RESEARCH METHODOLOGY

##### *Research Object*

The object used in this study is foreign tourists who visit the city of Yogyakarta.

##### *Types and Sources*

In this research, primary data were obtained from questionnaires distributed directly to 100 respondents who have visited the tourist attractions in Yogyakarta city. Secondary data in this research were directly taken from the official website of the Central Statistics Agency (BPS), in the form of tables and texts, as well as data from officially registered literature.

##### *Population and Research Sample*

The method of sampling in this study is accidental sampling. The Accidental sampling method involves selecting respondents as samples based on chance encounters. Anyone who happens to meet the researcher can be used as a sample if they are suitable as a data source, as described by Sugiyono (2016:85).

The population size in the research is quite large and cannot be precisely determined. Therefore, the sample size used, as indicated by Rao Purba (2006) in Kharis (2011:50), is calculated using the formula:

$$N = \frac{Z^2}{4 (\text{Moe})^2}$$

Description:

N = sample

Z = 1,96 Score at a certain significance level (confidence level set at 95%)

Moe = Margin of Error, with a maximum error rate of 10%

By using the above formula, the calculation is as follows:

$$N = \frac{(1,96)^2}{4 (10\%)^2}$$

n= 96,04 rounded to 100

Thus, the research sample consists of 100 foreign tourists who visit the tourist attractions in Yogyakarta.

### *Analysis Tools Utilized*

The analysis tools employed by the author for data processing encompass the Likert scale, validity test, reliability test, normality test, multicollinearity test, heteroskedasticity test, autocorrelation test, multiple linear regression analysis, simultaneous test (F-test), partial test (t-test), and Coefficient of Determination (R<sup>2</sup>).

## **5. RESULTS AND DISCUSSION**

This study utilized primary data obtained by distributing questionnaires to Foreign Tourists in Yogyakarta. With a sample size of 100 respondents who were provided with questionnaires regarding Accessibility, Destination Image, Motivation, Security, Accommodation, and Travel Decision to Yogyakarta.

### **5.1 Analysis of Respondents' Characteristics**

The analysis of respondents' characteristics examined in this study includes the respondents' identity, which consists of sex, age, and country of origin

#### 1. Sex

**Table 1.** Respondents' Characteristics Based on Sex

<b>Sex</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Man	55	55
Woman	45	45
Total	100	100

Source: Processed primary data, 2019

#### 2. Age

*Table 2.* Respondents' Characteristics Based on Age

<b>Usia</b>	<b>Frequency</b>	<b>Percentage (%)</b>
20 th s.d 30 th	41	41
31 th s.d 40 th	38	38
41th s.d 50 th	17	17
>50 th	4	4
Total	100	100

Source: Processed primary data, 2019

### 3. The Main Purpose of Visit

**Table 3.** Respondents' Characteristics Based on the Main Purpose

	Frequency	Percentage (%)
Visit	67	67
Business	33	33
Total	100	100

Source: Processed primary data, 2019

### 4. Asal Negara

**Table 4.** Respondents' Characteristics Based on Country of Origin

Country of Origin	Frequency	Percentage (%)
Malaysia	21	21
Singapura	15	15
Tiongkok	17	17
Jerman	5	5
Prancis	2	2
Amerika Serikat	7	7
India	3	3
Jepang	9	9
Inggris	5	5
Australia	3	3
Kenya	2	2
Filipina	11	11
Total	100	100

Source: Processed primary data, 2019

## 5.2 Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is considered valid if it is capable of revealing what will be measured by the questionnaire (Ghozali, 2001). The validity test is conducted using the formula of the product-moment correlation. The obtained  $r$  value is then compared with the critical  $r$  value from the statistical table.

## 5.3 Reliability Test

Reliability test is conducted to determine whether the questionnaire can be trusted for use as a data collection tool. A variable is considered good if it has a Cronbach's Alpha value  $> 0.60$ .

From the reliability test table above, it can be explained that all variables have Cronbach's Alpha values  $> 0.60$ , thus it can be concluded that all variables in this study are considered reliable.

## 5.4 Normality Test

Normality test of data can be conducted by comparing the probability value of Kolmogorov-Smirnov or Shapiro-Wilk with a significance level of 0.05 (5%). If the probability value of the

coefficient  $\alpha > 0.05$ , then it can be considered normally distributed. Conversely, if the coefficient  $\alpha < 0.05$ , then it cannot be considered normally distributed (Ghazali, 2005).

### **5.5 Multicollinearity Test**

The multicollinearity test aims to examine whether there is a correlation among independent variables in a regression model. A good regression model should not exhibit correlations among independent variables. Examining the tolerance value, if the tolerance value is greater than 0.10, it means that there is no multicollinearity in the tested data. Conversely, if the tolerance value is less than 0.10, it indicates the presence of multicollinearity in the tested data. Examining the Variance Inflation Factor (VIF) value, if the VIF value is less than 10, it means that there is no multicollinearity in the tested data. On the other hand, if the VIF value is greater than 10, it indicates the presence of multicollinearity in the tested data. It is indicated that all variables used as predictors in the regression model exhibit sufficiently low VIF values, with all of them below 10, and the tolerance values are above 0.1. This signifies that the independent variables used in the research do not exhibit multicollinearity symptoms, implying that all of these variables can be considered as mutually independent variables..

### **5.6 Autocorrelation Test**

The autocorrelation test aims to determine the presence of correlation between disturbance variables in a certain period and disturbance variables in the previous period. The autocorrelation test is conducted using the Durbin Watson (DW) test. Based on the table above, it is shown that in the regression model, a Durbin Watson value of 1.984 is obtained. From the Durbin Watson table, it is known that the lower critical value (dL) is 1.5710 and the upper critical value (dU) is 1.7804 ( $n=100$ ,  $k=5$ , and  $\alpha=0.05\%$ ). Therefore, with the result of  $1.7804 < 1.984 < 2.2196$ , it can be concluded that there is no autocorrelation.

### **5.7 Heteroskedasticity Test**

The way to detect the presence or absence of heteroskedasticity can be determined by observing any patterns on the scatterplot graph between the predicted values of the dependent variable (ZPRED) and its residuals (SRESID). This test is conducted by examining the scatterplot graph using the criteria that the points should be randomly dispersed across both positive and negative axes. The scattered points should not form a specific pattern, whether it's widening, narrowing, oscillating, and so forth. From the above figure, it can be concluded that the points are randomly scattered, both above and below the 0 value on the Y-axis. This indicates that the regression model does not exhibit heteroskedasticity symptoms, which means there is no significant disturbance in this regression model.

### **5.8 Multiple Linear Regression Analysis**

To determine the influence of motivation, security, accommodation, destination image, and accessibility on the decision of international tourists to visit, multiple linear regression analysis is employed. In this analysis, the independent variables are  $x_1$  (Accessibility),  $x_2$  (Destination Image),  $x_3$  (Motivation),  $x_4$  (Security),  $x_5$  (Accommodation), and the dependent variable is the decision of international tourists to visit (Y).



**Table 5.** Multiple Linear Regression Results.

		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	6.872	1.695		4.054	.000
	ACCESSIBILITY	.207	.159	.271	1.306	.195
	DESTINATION IMAGE	.294	.059	.380	5.030	.000
	MOTIVATION	-.628	.205	-.817	-3.057	.003
	SAFETY	.291	.061	.334	4.776	.000
	ACCOMODATION	.645	.113	.830	5.699	.000

a. Dependent Variable: Y\_KEP.KUNJ

The equation regression model based on the results above is as follows:

$$Y = 6,872 + 0,207 \text{ Accessibility} + 0,294 \text{ Destination Image} - 0,628 \text{ Motivation} + 0,291 \text{ Safety} + 0,645 \text{ Accomodation}$$

- a. The constant is 6.872, meaning that if motivation, security, accommodation, destination image, and accessibility have values of zero, then the decision of international tourists to visit will be 6.872.
- b. The regression coefficient of the variable Accessibility (X1) is 0.207. This implies that if Accessibility increases by 1%, the decision of international tourists to visit will increase by 0.207, assuming that the values of the other independent variables remain constant.
- c. The regression coefficient of the variable Destination Image (X2) is 0.294. This implies that if the destination image increases by 1%, the decision of international tourists to visit will increase by 0.294, assuming that the values of the other independent variables remain constant.
- d. The regression coefficient of the variable Motivation (X3) is -0.628. This implies that if Motivation decreases by 1%, the decision of international tourists to visit will decrease by -0.628, assuming that the values of the other independent variables remain constant.
- e. The regression coefficient of the variable Security (X4) is 0.291. This implies that if Security increases by 1%, the decision of international tourists to visit will increase by 0.291, assuming that the values of the other independent variables remain constant.
- f. The regression coefficient of the variable Accommodation (X5) is 0.645. This implies that if Accommodation increases by 1%, the decision of international tourists to visit will

increase by 0.645, assuming that the values of the other independent variables remain constant.

### 5.9 Simultaneous F Test

The F test is used to determine the collective (simultaneous) influence of the independent variables on the dependent variable. If it is significant, it indicates that the relationships observed can be applicable to the population.

Table 6. Results of the F Test  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	622.873	5	124.575	62.328	.000 <sup>b</sup>
Residual	187.877	94	1.999		
Total	810.750	99			

a. Dependent Variable: Y\_KEP.KUNJ

b. Predictors: (Constant), X5\_ACCOMODATION, X2\_DESTINATION IMAGE, X4\_SAFETY, XI\_ACCESSIBILITY, X3\_MOTIVATION

There are two testing criteria available, and you can choose either one:

#### 1. F Value

The F value found in the ANOVA table above is 62.328. The calculated F value (62.328) is greater than the tabulated F value (2.31) with degrees of freedom  $df_1 = 5$  and  $df_2 = 94$ . Thus, it can be concluded that there is a significant influence of motivation, security, accommodation, destination image, and accessibility collectively on the decision of international tourists to visit, and vice versa.

#### 2. "Sig." Value

The "Sig." value present in the ANOVA table above is 0.000, which is smaller than the used significance level of 0.05. Therefore, it can be concluded that there is a significant influence of motivation, security, accommodation, destination image, and accessibility collectively on the decision of international tourists to visit, and vice versa.

### 5.10 Partial t-test

This test aims to examine individually whether each independent variable has a significant relationship with the dependent variable.

From the table 7 above, it can be concluded that:

- Accessibility has a significance value (Sig.) of 0.195, which is greater than the significance level of 0.05. Also, the calculated t-value for the accessibility variable in the table is 1.306, which is smaller than the tabulated t-value of 1.98552. This implies that accessibility does not have a significant partial influence on the decision of international tourists to visit Yogyakarta.
- Destination Image has a significance value (Sig.) of 0.000, which is smaller than the significance level of 0.05. Additionally, the calculated t-value for the destination image variable in the table is 5.030, which is greater than the tabulated t-value of 1.98552. This

indicates that the destination image significantly influences the decision of international tourists to visit Yogyakarta partially.

- c. Motivation has a significance value (Sig.) of 0.003, which is smaller than the significance level of 0.05. This means that motivation significantly influences the decision of international tourists to visit Yogyakarta partially.
- d. Security has a significance value (Sig.) of 0.000, which is smaller than the significance level of 0.05. Moreover, the calculated t-value for the security variable in the table is 4.776, which is greater than the tabulated t-value of 1.98552. Hence, security significantly influences the decision of international tourists to visit Yogyakarta partially.
- e. Accommodation has a significance value (Sig.) of 0.000, which is smaller than the significance level of 0.05. Also, the calculated t-value for the accommodation variable in the table is 5.699, which is greater than the tabulated t-value of 1.98552. This means that accommodation significantly influences the decision of international tourists to visit Yogyakarta partially.

**Table 7.** Results of the t-test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.872	1.695		4.054	.000
ACCESSIBILITY	.207	.159	.271	1.306	.195
DESTINATION_IMAGE	.294	.059	.380	5.030	.000
MOTIVATION	-.628	.205	-.817	-3.057	.003
SAFETY	.291	.061	.334	4.776	.000
ACCOMODATION	.645	.113	.830	5.699	.000

a. Dependent Variable: Y\_KEP.KUNJ

### 5.11 Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is used to determine how much the independent variables contribute to explaining the variation in the dependent variable.

**Table 8.** Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877 <sup>a</sup>	.768	.756	1.414

a. Predictors: (Constant), X5\_ACCOMODATION, X2\_DESTINATION IMAGE, X4\_SAFETY, XI\_ACCESSIBILITY, X3\_MOTIVATION

From the table above, the coefficient of determination (R<sup>2</sup>) obtained is 0.768 (76.8%). This means that 76.8% of the variation in the dependent variable, the decision of international tourists to visit, can be explained by the variables motivation, security, accommodation, destination image, and accessibility. The remaining 23.2% (100% - 76.8%) is explained by other variables outside the scope of this study.

## 6. CONCLUSION AND RECOMMENDATIONS

Based on the data processing results of all the analyzed variables, the data can be summarized as follows:

1. Accessibility, Destination image, Motivation, Security, and Accommodation collectively have a simultaneous influence on the decision of international tourists to visit Yogyakarta.
2. For the Accessibility variable, there is no partial influence on the decision of international tourists to visit Yogyakarta. This is evidenced by the high significance value exceeding 0.05 and the calculated t-value being smaller than the tabulated t-value. This lack of influence is due to the fact that among the 8 statements presented to the respondents, many indicated disagreement with aspects such as ease of visa processing, availability of direct flights to Yogyakarta from the tourists' home country, and the availability of a Tourist Information Center (TIC).
3. The variable with the most significant impact on the decision of international tourists to visit Yogyakarta is Accommodation. This is proven by the significance value being smaller than 0.05 and the calculated t-value being greater than the tabulated t-value. Accommodation has a significant impact because among the 9 statements presented to the respondents, many indicated agreement with factors such as a strategic location, comprehensive facilities, satisfactory service quality, reasonable prices, and attractive promotion.

### *Recommendations*

Based on the conclusions drawn, the following recommendations can be given in this study:

1. For future researchers, it is advisable to differentiate foreign tourists based on their countries of origin to make the study more specific and focused.
2. To increase the number of international tourists visiting Yogyakarta, it is recommended to enhance the quality of motivation, security, and destination image factors in Yogyakarta. This improvement will attract more interest from international tourists to visit Yogyakarta.

## BIBLIOGRAPHY

- Andriy Honcharov and Svitlana Honcharova (2019). Strategic approach to managing the quality of the services of the tourism enterprise
- Aji Prasetyo: 2016 Faktor-faktor yang mempengaruhi keputusan wisatawan dalam berkunjung ke obyek wisata waduk gajah mungkur wonogiri
- Alma, Buchari. 2013. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta

- Asya Hanif, Andriani Kusumawati, M. Kholid Mawardi:2016 Pengaruh Destination image Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan (Studi Pada Wisatawan Nusantara Yang Berkunjung Ke Kota Batu)
- Bożena Sanetra , Sabina Sanetra-Półgrabi : 2018 Local authorities and tourism: the role of regional tourist products in Poland
- C.H. (Neels) van Heerden , Y. Botha , E. Durieux;2009 The relationship between atmospheric, services cape and destination attractiveness of a holiday destination.
- Djaslim Saladin, 2012, *Manajemen Pemasaran, Analisis Perencanaan Pelaksanaan, Unsur-unsur Pemasaran*, CV. Linda Karya, Bandung
- Heru Aulia Azman: 2019 Pengaruh Push Dan Pull Factor Terhadap Kunjungan Wisatawan Backpacker Ke Bukittinggi.
- Ismayanti. 2010. *Pengantar Pariwisata*. Jakarta: PT Gramedia Widisarana Indonesia
- Kotler Philip, Armstrong Gary. 2013. *Prinsip-prinsip Pemasaran*, Edisi ke-12. Penerbit Erlangga
- Kotler, Philip dan Armstrong, Gary. 2012. *Principles of Marketing*. New Jersey: Prentice Hall.
- Li-Min Chuang Ming-Tien Tsai Ze-Xiong Wu Jung-Jeng Shiu : 2012 in Taiwan’s international tourist hotels: the mediating effect of service quality and trust
- Lupiyoadi, Rambat, 2013: *Manajemen Pemasaran Jasa*. Jakarta : Salemba Empat
- Marso, Sri gunawan 2018, Destination image and its consequences in the perspective of four-stage loyalty model (an empirical evidence from visitors of Tarakan City, Indonesia)
- Moh. Ibram Malik, Wilopo, M. Kholid Mawardi. 2016 Pengaruh City Branding “The Soul Of Madura” Dan Motivasi Wisatawan Terhadap Keputusan Berkunjung Ke Kabupaten Sumenep
- Muhamad Firaz Anhar : 2018 Faktor-Faktor Yang mempengaruhi keputusan wisatawan berkunjung ke destinasi wisata kepulauan indonesia
- Perkembangan Pariwisata dan Transportasi Udara D.I. Yogyakarta, Mei 2019, No.39/07/34/Th.XXI, 1 Juli 2019, Badan Pusat Statistik Provinsi D.I Yogyakarta
- Ratna Roostika.2012. Analisis Pengaruh Bauran Pemasaran Produk Cindera Mata terhadap Kepuasan Wisatawan Domestik di Yogyakarta
- Siti Ma’rifatun 2018. Analisis Pengaruh Daya Tarik Wisata Dan Destination image Terhadap Minat Berkunjung Ulang Dengan Kepuasan Pengunjung Sebagai Variabel Intervening (Studi Kasus Pada Pengunjung Pantai Suwuk)
- Sudaryono. 2016. *Manajemen Pemasaran Teori dan Implementasi*. Yogyakarta: Andi
- Sumarni, Zulkarnain, I Gede Sugiyanta. 2012 . Faktor-Faktor Pendorong Dan Penarik Wisatawan Berkunjung Ke Objek Wisata Gunung Dempo Kota Pagar Alam
- Swastha,Basu. 2010.*Manajemen Penjualan: Pelaksanaan Penjualan*, BPFYogyakarta

Tumbel Brenda Brigitha, S.L.H.V Joyce Lapian, Rita N. Taroreh: 2018 Pengaruh Pengetahuan Dan Keterampilan Tour Guide Terhadap Kepuasan Wisatawan Di Bunaken (Studi Kasus Wisatawan Manado Tour Guide)

Taufik Tri Nur Hidayat, Chalil, Maskuri Sutomo: 2017 Pengaruh Aksesibilitas Dan Destination image Terhadap Niat Berkunjung Kembali Ke Telaga Taming