



DESTINATION IMAGE, LOCATION AND PRICE ON THE INTEREST OF VISITING TOURISTS IN THE WARM WATER TOURISM PARK UMBUL TEMPLE

Krisnawati Setyaningrum Nugraheni¹, Bambang Guritno²

¹Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia, Email :

krisnawatisetyaningrum18@gmail.com

²Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia, Email : bguritno18@gmail.com

*(Correspondence author : Krisnawati Setyaningrum Nugraheni)

ABSTRACT

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The purpose of this study was to determine the effect of destination image, location and price on the interest of visiting tourists at the Umbul Temple Warm Water Tourism Park. Data were obtained through documentation and questionnaires. The sample used in the study of 78 respondents. The results of the study are expected to provide useful information for managers and tourists. Then the results of the study were processed using the SPSS 23.0 application so that the data obtained were analyzed using multiple linear regression analysis, validity test, reliability test, F test, coefficient of determination test and hypothesis testing. The analysis shows that there is positive and significant influence of the destination image, location and price on the interest of visiting tourists at the Umbul Temple Warm Water Tourism Park.

Keywords: Destination Image; Location; Price; Tourism

INTRODUCTION

In Magelang Regency, there is one recreation area, namely the Umbul Temple Warm Water Park. Umbul Temple is an ancient site in the form of a hot spring located in Magelang Regency, Central Java, Indonesia. This temple was built since the time of the Syailendra dynasty, and until now the remains of its relics are still protected and used as one of the mainstay tourist attractions in Magelang Regency. This temple is located in Kartoharjo village, Grabag district, Magelang regency, Central Java. To be able to reach this tourist attraction, when driving a car from the direction of Semarang, visitors can take the road to the left before Pringsurat District, Temanggung. About 400 meters will directly arrive at the location. Meanwhile, if from the direction of Yogyakarta.



The Umbul Temple tourist park is located in an area that has a wealth of natural materials originating from the local area in the form of natural stones, abundant bamboo trees, clay that can be used to make tiles and bricks. This can provide convenience in obtaining building materials. In addition to the ease of obtaining local materials, the social conditions around the park that have a livelihood making industrial handicrafts are expected to be developed with this water tourism. With the quality of tourism that supports this, it is hoped that the resources from the manager will maximize the Umbul Temple's warm water tourism park into a tour that provides satisfaction and attracts visitors to come.

The decrease in the level of tourist visits to a tourism destination is a major issue in the tourism industry, especially tourism destinations, tourism competitiveness is a factor that affects the level of tourist visits, tourists will prefer tourist destinations that have the best tourism competitiveness and will visit a destination if packed with attractive package prices. Below is attached data on tourist visits at the Umbul Temple Magelang Warm Water Tourism Park.

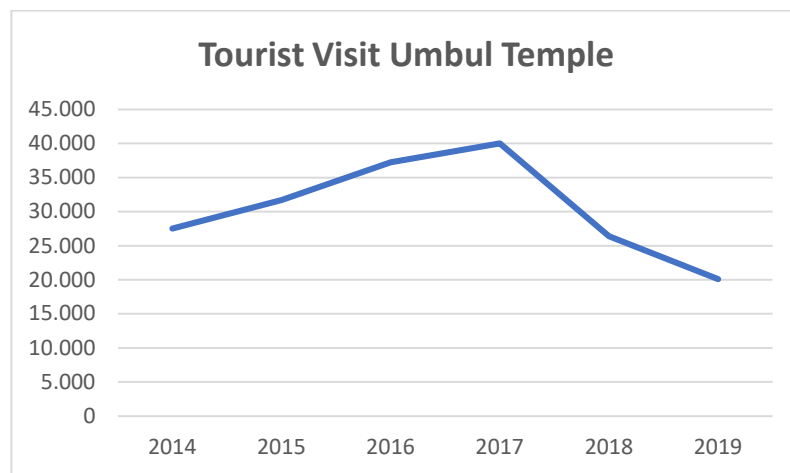


Figure 1. Data on tourist visits at the Umbul Temple of Magelang Warm Water Tourism Park.
Source: Magelang Regency Tourism Youth and Sports Office (2022)

Based on the data in Table 1.1 above, it can be seen that the number of tourist visits to the Umbul Magelang Temple Warm Water Tourism Park for the last 6 years from 2014 to 2019 has increased every year. Starting in 2014 to 2017. Meanwhile, in 2017 to 2019 it decreased. This means that the interest in visiting tourists has decreased drastically. Therefore, it is necessary to re-examine what factors are the causes of this decline in tourist interest in visiting.

Destination image is an important aspect for visiting interest in which there is post-visit behavior. Echtner & Ritchie (1993) reveal that the image of a destination plays an important role in understanding tourist behavior when traveling. Satisfied customers tell others good things about the brand, while dissatisfied customers may throw away or return the product (Afshardoost & Eshaghi, 2020). Destination image is an important aspect for visiting decisions in which there is post-visit behavior. Real facts that occurred at the research site were found that there was a bad image of tourist destinations regarding the cleanliness of the bathrooms that were not maintained by the park manager. The lack of complete tourist support facilities at the location makes tourists feel less satisfied.

In the process of determining where a person will visit it will be seen that the location factor will also determine. The decision to visit usually requires considerations that are really supportive and can benefit someone such as the location factor. Yen et al. (2021) explains that in choosing a location, careful considerations are needed including convenience (access) or ease of being reached by public transportation facilities, (visibility) that is good, namely the existence of a location that can be seen clearly, the location is in traffic (traffic) or being in an area where many people pass by which can provide opportunities for impulse buying, the surrounding environment supports goods and services that are bargained for at a distance from competitors' locations. Facts at the research location found that there were complaints from tourists about the parking lot for tourists who came to be less safe because there was one statement that a tourist who visited lost his helmet. Instructions that are not clear about the location of the tourist park again become suggestions submitted by tourists to the park manager. Therefore, the problems that arise due to the lack of conduciveness of this location are considered by managers in the future. Instructions that are not clear about the location of the tourist park again become suggestions submitted by tourists to the park manager. Therefore, the problems that arise due to the lack of conduciveness of this location are considered by managers in the future. Instructions that are not clear about the location of the tourist park again become suggestions submitted by tourists to the park manager. Therefore, the problems that arise due to the lack of conduciveness of this location are considered by managers in the future.

Price is the amount of money that consumers have to pay to get a product or service. In business life, price is one of the important factors that affect the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product. The price offered is a special consideration, before they decide to buy goods or use a service. Price is one element of the marketing mix that generates revenue while the other generates costs. Price can also be interpreted as all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product (Nasution 2018). The facts found in the field regarding the price of each product offered by the Umbul Temple warm water tourism park are not in line with tourist expectations. Because tourists under the age of 12 years are charged an entrance fee of Rp. 6.000,-. Therefore, the price discrepancy with the expectations of tourists is expected to be a benchmark for managers to make prices more conducive so that they can attract tourists to visit.

Based on the description of the background above, the authors are interested in conducting research and determined with the title: "The Effect of Destination Image, Location and Price on Tourist Interest in Visiting the Umbul Temple Warm Water Tourism Park, Magelang Regency".

LITERATURE REVIEW

Destination image

Image is a set of beliefs, ideas and impressions that a person has towards an object. Meanwhile, a brand is a name, term, sign, symbol or overall combination aimed at consumers to identify the goods and services offered by the company (Kotler 2012). Brand image is the public's perception of the company or its products, an effective image will affect the strengthening of the product's character so that it provides emotional strength that is more than just a mental image (Gonap, Emmanuel, and Madaki 2021). Destination image is the decision of a journey from individual thoughts in the form of knowledge, feelings, and perceptions to the overall thought of the destination of the experience based on the level of visitor satisfaction with the destinations visited. From some of the descriptions above, the author can conclude that destination image is a picture or belief of a person towards a tourist object.

Location

According to Adhistyo W & Nugraheni (2020) location is a decision made by a company regarding where operations and staff will be placed. Another definition regarding location is according to Rahmaniadi & Mahani (2018) location is the place or establishment of a company or place of business. From the definition according to the expert, it can be concluded that the meaning of location is a place that is intended to carry out business activities whose purpose is to deliver products in the form of goods or services to consumers. According to Kotler (2012) one of the keys to success is location, location starts with choosing a community. This decision is very dependent on the potential for economic growth and stability, competition, political climate, and so on. The success of a company is determined by the location where the company is located or its marketing location. Business location is where the business operates or where the business carries out activities to produce goods and services that are concerned with the economic aspect.

Price

Price is a very important thing in the purchase of both goods and services. According to Nasution (2018), price is an amount of money plus some goods and their services. Price is often used as an indicator of value when the price is associated with the perceived benefits of an item or service. In determining the value of goods and services, consumers compare the ability of goods and services to meet their needs with the ability of substitute goods and services. In order to be successful in marketing a product or service, every company must set the right price. From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership rights or use of an item or service (Astari 2019). Meanwhile, according to Kotler (2012) price is defined as the amount of money billed for a product or service, more broadly price is the sum of the values exchanged in the selling price of the product set by the company. From the above understanding, it can be concluded that price is one of the determinants of the success of a company because price determines how much profit the company will get from selling its products, both in the form of services and goods. Setting a price that is too high will cause sales to decrease, but if the price is too low, it will reduce the profits that can be obtained by the company's organization.

Visiting Interests

Basically visiting interest is the feeling of wanting to visit an interesting place or area to visit. Interest is a source of motivation that drives people to do what they want if they are free to choose. Interest in the Big Indonesian Dictionary means a high inclination towards something, while a visit means a subject (action, process, result). So interest in visiting is a high heart tendency towards something. So the interest in tourist visits is the tendency of people to gain an experience and continue, experience that experience or things that are liked or attract their attention, spontaneously that person will feel happy and satisfied while in the tourist attraction visited (Yoety 2008). According to Berbel-Pineda et al. (2019) visiting interest is a person's interest in an object which will be more visible if the object is on target and related to the desires and needs of the person concerned.

The image (image) of tourism according to Pitana (2012) is the trust that tourists have about the product or service that tourists buy or will buy. Interest in visiting tourists will not appear if the image of a tourist object or tourist destination is not well heard or known by tourists. Location is a place to serve consumers, can also be interpreted as a place to display their wares. The definition of location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect. The location of a tourist spot can greatly affect the interest of tourists to visit the tourist spot. A location that is not strategic can make tourists discourage visiting tourists. In general, price is the amount of money that must be paid by consumers to sellers to get the goods or services they want to buy. Therefore, prices are generally determined by the seller or service owner. However, in the art of buying and selling, buyers or consumers can bid on the price. When an agreement has been reached between the buyer and the seller, a transaction occurs. However, bargaining cannot be done in all marketing lines. An example of a transaction that uses a bargaining system is a purchase in the market. The price in relation to the interest in visiting tourists is how the desire of tourists to visit a tourist object is influenced by prices that match expectations.

Destination image is one of the factors that influence tourists' interest in visiting a tourist attraction. This destination image is a person's feeling for assessing a service or product to be purchased. Then the location can also influence the desire of tourists to visit. The location of a tourist spot can greatly affect the interest of tourists to visit the tourist spot. A location that is not strategic can make tourists discourage visiting tourists. It is not only the image of the destination and location that can have an impact on interest in visiting, but also the price factor which greatly influences the desire of tourists to visit a tourist attraction. Price is the amount of money that must be paid by consumers to sellers to get the goods or services they want to buy. Prices are generally determined by the seller or service owner. The affordable price of each offer given at a tourist attraction will influence tourists' interest in visiting.

METHOD

Types of research

This research is a type of quantitative research. Quantitative research is research that uses statistical calculations and mathematical numbers to clarify and analyze problems. The scope of this research is the influence of the image of the destination, location and price together on the interest of visiting tourists at the Umbul Temple Warm Water Tourism Park, Magelang Regency.

Population and Sample

According to Anwar Sanusi (2016), the population is the entire research subject. Population is the totality of all possible values to calculate results or measurements, quantitative or qualitative regarding certain characteristics of all members of a complete and clear set whose properties you want to study.

Based on the above definition, it can be concluded that the population is the entire research subject that can be calculated and measured both quantitatively and qualitatively. The population in this study were tourists from Pulesari Village.

The number of population in this study was 355 people taken from visitor data in June and July 2021 with a total of 355 people. The following is a table of tourist visits at the research site in the last 2 months.

Table 1. Statistical Data of Tourist Visits at the Hot Springs Park Umbul Temple

Tourist origin	Moon in the Year 2021		Amount
	June	July	
Central Java	230	24	254
Outside Central Java	87	6	93
Overseas	8	-	8
Total			355

Source : Park Umbul Temple (2022)

The sample is part of the population that is used as the object of research. The sample of research subjects was reduced from the population, so that the sample was only representative of the population. Sampling used in this study is accidental sampling technique, namely individuals who happen to be found or who can be found at the research location are studied. To determine the sample size of the population, the Slovin formula. Based on the above calculation, rounded up to 78, the research sample taken was 78 tourists who visited.

The hypotheses in this study are:

H1. There is a positive and significant effect of destination image variable on interest of visiting tourists in the warm water tourism park umbul temple.

H2. There is a positive and significant effect of the location variable on interest of visiting tourists in the warm water tourism park umbul temple.

H3. There is a positive and significant effect of price variables on interest of visiting tourists in the warm water tourism park umbul temple.

H4. There is a positive and significant effect of destination image, location, and price variables on interest of visiting tourists in the warm water tourism park umbul temple.

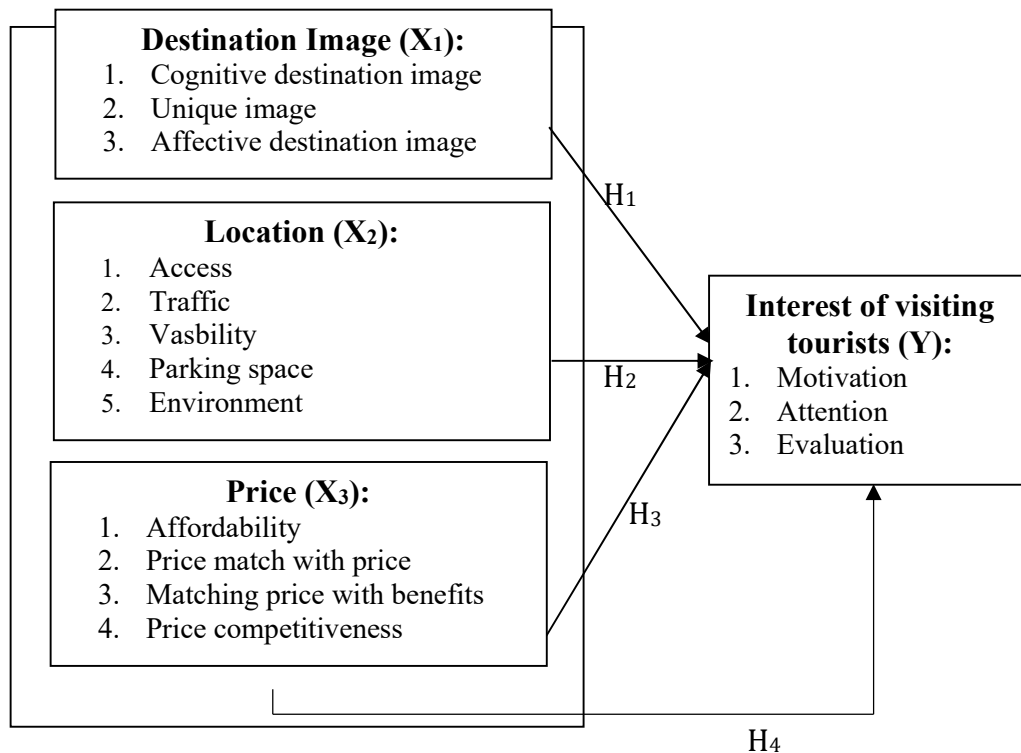


Figure 2. Research Design

RESULTS AND DISCUSSION

Characteristics of Respondents

This study resulted in several characteristics of respondents, namely as follows.

Table 2. Characteristics of Respondents

No	Characteristics	Amount	Percentage
A	By Gender		
	Male	45	57,69
	Female	33	42,31
B	By Age		
	Under 20	15	19,95
	21 - 40	53	67,95
	41 - 60	10	12,82
C	By Origin		
	Magelang Regency	58	74,36
	Outside Magelang District	20	25,64

The data above states that the largest number of respondents were men with a percentage of 57.69%, followed by women, namely 42.31%. Furthermore, based on age category, the largest number of respondents were in the 21 to 40 year age range, namely 67.95%, then under 20 years old, namely 19.95%, followed by the 41 to 60 year age range, namely 12.82%. Then looking at the origin of the tourists, the majority were tourists from Magelang district, namely 74.36% and tourists from outside Magelang district 25.64%.

Validity Test Results

Table 3. Validity Test Results

Variable	Indicator	R hitung	R tabel	Information
Destination Image (X₁)	X1.1	0.666	0.185	Valid
	X1.2	0.572	0.185	Valid
	X1.3	0.755	0.185	Valid
	X1.4	0.725	0.185	Valid
	X1.5	0.677	0.185	Valid
	X1.6	0.607	0.185	Valid
Location (X₂)	X2.1	0.699	0.185	Valid
	X2.2	0.597	0.185	Valid
	X2.3	0.483	0.185	Valid
	X2.4	0.719	0.185	Valid
	X2.5	0.455	0.185	Valid
	X2.6	0.504	0.185	Valid
	X2.7	0.403	0.185	Valid
	X2.8	0.544	0.185	Valid
	X2.9	0.473	0.185	Valid
	X2.10	0.338	0.185	Valid
Price (X₃)	X3.1	0.662	0.185	Valid
	X3.2	0.580	0.185	Valid
	X3.3	0.672	0.185	Valid
	X3.4	0.640	0.185	Valid
	X3.5	0.252	0.185	Valid
	X3.6	0.676	0.185	Valid
	X3.7	0.619	0.185	Valid
	X3.8	0.193	0.185	Valid
Interest of Visiting Tourists (Y)	Y1	0.691	0.185	Valid
	Y2	0.754	0.185	Valid
	Y3	0.666	0.185	Valid
	Y4	0.694	0.185	Valid
	Y5	0.768	0.185	Valid
	Y6	0.547	0.185	Valid

If you look at table 3 above regarding the validity test, it can be seen that each research variable shows that all indicators have a calculated r value > r table, so that all indicators are declared valid and suitable for use as subsequent research instruments.

Reliability Test Results

Table 4. Reliability Test Results

Variabel	α hitung	Standar α	Keterangan
Destination Image (X ₁)	0.766	0.60	Reliabel
Location(X ₂)	0.722	0.60	Reliabel
Price (X ₃)	0.721	0.60	Reliabel
Interest of visiting tourists (Y)	0.773	0.60	Reliable

If you look at table 4 of the reliability test results, it can be seen that all variables have a Cronbach's Alpha value > 0.60, so it can be said that all the measuring concepts for each variable from the questionnaire are reliable and suitable for use for research.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was carried out to determine the direction of influence of the independent variable on the dependent variable.

Table 5. Multiple Linear Regression Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.353	1.661		2.019	.001
	Destination Image	.431	.063	.327	3.870	.000
	Location	.465	.060	.610	6.792	.000
	Price	.247	.065	.249	2.734	.009

a. Dependent Variable: Interest of visiting tourists

Based on table 5, the results of multiple regression analysis, multiple regression analysis. The regression coefficient shows that the destination image has a positive beta value of 0.327. This shows that the better the image of the Candi Umbul Warm Water Tourism Park destination, the greater the interest in visiting tourists. The regression coefficient shows that location has a positive beta value of 0.610. This shows that the better the location to the Candi Umbul Warm Water Tourist Park, the greater the interest in visiting tourists. The regression coefficient shows that price has a positive beta value of 0.249. This shows that the better the price of each product at Candi Umbul Warm Water Tourism Park, the greater the interest in visiting tourists.

F Test (Anova)

The F test (Anova) is used to test one of the hypotheses in research that uses multiple linear regression analysis. The F test is used to determine the effect of independent variables together (simultaneously) on the dependent variable.

Table 6. F Test (Anova)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	552.470	3	184.157	118.483	.000 ^b
	Residual	115.017	74	1.554		
	Total	667.487	77			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on the table 6, it can be concluded that F count 118.483 from 3-77 is 2.72, with a significance of $0.002 < 0.005$, meaning that the variables destination image (X1), location (X2) and price (X3) are a good equation model to influence increasing interest. visiting tourists (Y). The results of the F-test model test above show that the model is said to be good.

Coefficient of Determination Test Results (R²)

The R² test functions so that researchers know variations in changes in the dependent variable (Y) caused by changes in the independent variable (X) and by percentage (%).

Table 7. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.821	1.24671

a. Predictors: (Constant), X3, X1, X2

Based on the table 7, the adjusted R square value is 0.821 or 82.1%. Thus, the increase in tourist interest in visiting can be influenced by the destination image, location and price variables by 82.1%, while the remaining 17.9% is influenced by other variables, such as: accessibility, fees and service.

The Influence of Destination Image on Tourist Visiting Interest

From the results of the research and the results of data processing, it shows that the image of the destination has an effect on the interest of visiting tourists. This is evidenced by the results of the first special hypothesis that examines the effect of

destination image on tourist interest in visiting. The positive beta coefficient value is 0.327 and the significance value is $0.000 < 0.05$. This indicates that this hypothesis is accepted. This means that the destination image variable has a positive and significant effect on the interest of visiting tourists. The destination image variable has a positive and significant effect on tourist interest in visiting, where if the destination image displayed by Candi Umbul Warm Water Tourism Park is good, it will influence the increase in tourist interest in visiting.

The Influence of Location on Tourist Interests

From the results of the research and the results of data processing, it shows that innovation has an effect on the interest of visiting tourists. This is evidenced by the results of the second special hypothesis which examines the influence of location on tourist interest in visiting. Obtained a positive beta coefficient of 0.610 with a significance value of $0.000 < 0.05$, this indicates that this hypothesis is accepted. This means that the location variable has a positive and significant effect on the interest of visiting tourists. So it can be concluded that the destination image variable has a positive and significant effect on tourists' interest in visiting and it can also be interpreted that if the destination image displayed by Candi Umbul Warm Water Tourism Park is good, it will influence tourists' interest in visiting.

The Influence of Price on Tourists' Interest in Visiting

From the results of the research and the results of data processing, it shows that price has an effect on the interest of visiting tourists. This is evidenced by the results of the second hypothesis which examines the effect of price on the interest of visiting tourists. The positive beta coefficient is 0.249 with a significance value of $0.009 < 0.05$, this indicates that the third special hypothesis is accepted. This means that the price variable has a positive and significant effect on the interest of visiting tourists. The price variable has a positive and significant effect on tourists' interest in visiting, where if the price offered by Candi Umbul Warm Water Park is good, it will influence visiting tourists' interest in visiting.

The Influence of Destination Image, Location and Price on Tourists Visiting Interest

The results of the research and the results of data processing show that the image of the destination, location and price affect the interest of visiting tourists. This is evidenced by the results of the fourth hypothesis which examines the effect of destination image, location and price on tourist interest in visiting. From the results of data processing, it was obtained that the F count 118.483 from 3-77 was 2.72, with a significant $0.002 < 0.005$ meaning that the destination image variables, location and price were good equation models to influence the increase in visiting interest. tourists. This means that the destination image, location and price variables have a positive and significant effect on the interest of visiting tourists and it can also be interpreted that if the image of the destination, location and price that supports the Umbul Temple Warm Water Tourism Park is good.

CONCLUSIONS

The results of this research are that destination image, location and price have a positive and significant effect on tourist interest in visiting the Candi Umbul Warm

Water Tourism Park, Magelang Regency. These three factors play an important role in attracting tourists' attention and encouraging them to visit the destination.

Destination image is a key factor in attracting tourist interest. Destination image includes tourists' positive or negative perceptions of Candi Umbul Warm Water Tourism Park. A positive image will encourage tourists' interest in visiting, while a negative image can be an obstacle. Therefore, destination managers need to work hard to improve the positive image of this destination through effective promotion and good management.

Location also has a significant influence on tourists' interest in visiting. A strategic and easy to reach location will increase the attractiveness of the destination. Tourists tend to be more interested in visiting places that are easy to reach, especially if they are located close to cities or other interesting places. Therefore, efforts to increase accessibility to the Candi Umbul Warm Water Tourism Park are very important.

Price also has an important role in determining tourists' interest in visiting. Prices that are reasonable and in accordance with the facilities offered will attract more visitors. On the other hand, prices that are too high can be an obstacle. Destination managers need to consider appropriate pricing strategies to maintain the attractiveness of the destination.

In conclusion, the management of Candi Umbul Warm Water Tourism Park, Magelang Regency needs to pay attention to and improve the image of the destination, increase location accessibility, and design appropriate pricing strategies to increase tourist interest in visiting. That way, these destinations can experience an increase in tourist visits which will have a positive impact on the regional economy.

Suggestion

The advice that can be given based on the results of this research that the Candi Umbul Warm Water Park management wants to convey is to continue to create a good image in packaging all the products that the tourist park will sell, continue to improve, maintain the safety and comfort of tourists by updating all tourism support facilities. at location. Then continue to improve the prices sold so that tourists who come to buy are satisfied and buy all the products in the tourist park. The advice that researchers will convey to all tourists who want to visit Taman Wisata is to continue to support tourism by visiting and buying the products sold there. Maintain the safety and comfort of fellow tourists who come and invite all friends and family by recommending them to visit the Candi Umbul Warm Water Tourism Park, Magelang Regency

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