# Visitor Satisfaction Analysis in the Tourism Object of Semarang City, Indonesia

## Gita Sugiyarti[1], Aris Mardiyono[2]

*[1,2] Management Department,  Faculty of Economics and Business , University August 17, 1945 Semarang, Indonesia*

**Abstract:** This study aims to analyze the effect of facilities, promotions on visitor satisfaction. Influence of facilities, promotions and satisfaction on visitor decisions. The research population is visitors to Semarang city attractions: Maritime Tourism (Marina Beach), Nature Tourism (Gunung Pati Kreo Cave), Religious Tourism (Sam Poo Kong Temple), Historical Tourism (Lawang Sewu). The samples were 213 respondents with accidental sampling method through the non probability sampling approach. Data collection using a questionnaire. While analyzing the data with multiple regression analysis and path analysis. The findings show that facilities and promotions have a significant positive effect on visitor satisfaction. Facilities, promotions and tourist satisfaction have a significant positive effect on the decision of tourists to visit.

**Keywords:** Facilities, Promotion, Satisfaction, Visiting Decisions

## I.    INTRODUCTION

The development of the tourism sector can increase economic growth, people's welfare, eradicate poverty, and overcome unemployment [1].Tourism development that leads to these objectives, basically cannot be separated from the role of the community and local government as a regulator [2]. This role can be implemented in various forms of tourism service businesses [3].

Tourism is a promising land, so in early 1969 the government issued a decision regarding the development of National Tourism [4]. Since then tourism development has continued to be spurred on and the government has a belief that tourism can be a mainstay sector.

Overall, the development of Indonesian tourism is the result of the work of various parties, namely the central and regional governments, legislative institutions, non-governmental institutions, the press, the private sector, universities and the community [5].  [6] purchasing decisions are actions consumers want to buy or not to product. Various factors that influence consumers in purchasing products or services, consumers always consider the quality, price and products that are famous in the community, before deciding to buy. [7] states that promotion is one of the determining factors in the success of a marketing program. However the quality of a product, if consumers have never heard of it and are not sure that the product will be useful for him, then the consumer will never buy it.

Analysis of the effect of promotion on visiting decisions in [8] conducted at the Ronggowarsito Museum shows that the relationship between promotion of visiting decisions has a significant effect. This means that the better promotion, will increase the decision to visit the Ronggowarsito Museum significantly. But this is contrary to the research conducted [9],conducted at Bank X Regional 1 which showed insignificant results between promotion of the decision to visit. The promotion did not bring significant changes to the decision to visit patients at Medan Hajj Hospital.

Research on facilities according to [10], facilities are everything both objects and services that accompany the services provided by companies both service companies, trade and industrial companies. The effect of the facilities applied at the Kuala Perlis Jetty terminal [11] has a significant effect on tourist satisfaction, because the facilities provided will provide satisfaction for visitors coming to Kuala Perlis Jetty. While the insignificant effect is shown on tourism in Sumatera [12], where the completeness of the facilities provided in Padang has no effect on tourist satisfaction in travel. Facilities are very instrumental in developing tourism, especially the attractiveness of tourists, with a good and complete facility it will bring added value to tourist attractions.

The purpose of this study was to determine the effect of facilities and promotions on satisfaction directly or indirectly through the decision to visit, and to determine the decision to visit on satisfaction. Towards achieving the goals of a company, needed tools or supporting facilities used in daily activities in the company, the facilities used are various forms, types and benefits, tailored to the needs and abilities so as to create satisfaction [13]  .

## II.    LITERATURE REVIEW AND HYPOTHESIS

### 2.1. Facilities

Facilities are a physical form before services are offered to consumers [10]. [14], facilities are physical equipment so that guests are easy to do activities. Facilities include completeness, interior design, exterior and superior facilities. Customers must be satisfied [15], because if they are not satisfied, they will leave the company and will move to other tourism objects, this will cause a decrease in visitors, thereby reducing profits. Facilities are the factors that determine the choice of people to visit tourist attractions [13].

### 2.2. Promotion

Promotion is one type of communication that is often used by marketers [16]. As one element of the promotional mix, promotion sales are an important element in product promotion activities. [17], promotion is one variables in the marketing mix that are very important to implement by companies in marketing service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool for influence consumers in the purchase or use of appropriate services with their wants and needs. Some of the properties of the means promotion : Advertising, Sales Promotion, Publicity, Personal Selling [18].

### 2.3. Satisfaction

Satisfaction is a feeling of pleasure, disappointment someone by comparing product performance with expected performance [19]. If the performance is below expectations, the customer feels dissatisfied, but if the performance meets expectations, the customer will feel satisfied [20]. Customers form expectations of services from many sources, such as past experience, news and from the mouth of the mouth [11]. Managers who believe that customers are the only profit center for the company.

### 2.4. Visiting Decisions

The decision to visit tourists is studied in tourist behavior. [5], the definition of tourist behavior is behavior shown by tourists in choosing, buying, using, and evaluate products, services, ideas and experiences to fulfill needs and desires. Tourist behavior is a behavior shown tourists in the decision making process when face several alternative choices [4]. Tourist behavior can be explained through the theory of consumer behavior [21]. Decisions taken by tourists in choosing a destination [22] from several alternative choices and use products and services in it are called tourist decision [23]. Which includes the selection of what media will be used to obtain information about a tourism destination.

### 2.5. Hypothesis

The first hypothesis proposed is: H1: Facilities influence tourist satisfaction. The existence of supporting facilities [10] in accordance with the needs of the tourists associated with efforts to retain consumers (tourists) [15]. If tourism services can make a complete facility, consumers of users of tourism services will be satisfied in using these services so that tourist attractions can create a decision to visit. Good facilities will increase satisfaction through visiting decisions [13].

Second, H2 : Promotion influences tourist satisfaction. Promotion [17] is one element in the company's marketing mix that is used to inform, remind, and persuade consumers about the company's products [16]. With promotion can generate interest to visit a tourist attraction. Conducting visits is an act of several alternative choices. This is seen from the aspect of feeling satisfied after visiting a tour and visiting a similar tour again because it attracts [20].

Third, H3: Facilities affect the decision of tourists to visit. A very strong driving factor in consumer purchasing decisions [22], makers are influenced by promotions [17], because they have involvement in purchasing decisions. Promotion is information about the benefits of the service you want to sell, so promotion has the impression of convincing consumers to want to use the services offered by [18].

Fourth,  H4: Promotion influences tourist visiting decisions. Promotion is a form of communication that is designed to provide information about products or services [16], so that in the product or service company is very important in using promotional strategies. High promotion will increase satisfaction through visiting decisions. The decision to visit is a response from the behavior shown by the customer comparing performance with the results of [17].

Fifth,  H5: Visit Satisfaction influences tourist decisions. The decision to visit is an integration process that combines attitudes of knowledge to evaluate two or more alternative behaviors [19], and choose one of them [4]. If tourists feel satisfaction when visiting, they will increase their decision to visit again.

Based on literature review and hypotheses, empirical development models can be made as shown in Figure 1 below :

Model 1: Empirical development model
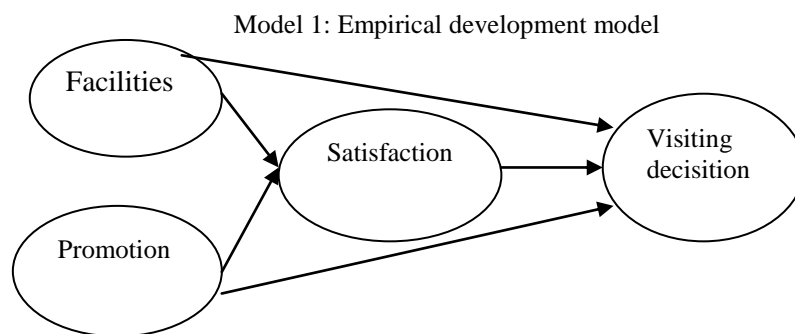


## III.    RESEARCH METHODS

The population in this study are visitors to the attractions of the city of Semarang: Marina Beach, Gunung Pati Kreo Cave, Sam Poo Kong Temple, Lawang Sewu Semarang, Indonesia. Samples were 213 respondents with accidental sampling method through non probability sampling approach. The variable in this study is the facility variable (X1) with indicators. Space planning, equipment, lighting and color, messages conveyed graphically, supporting elements, promotion variables (X2) with advertising indicators through brochures, pamphlets or through social media, advertisements through banners and posters, promotions through events, decision variables visit (Y1) with indicators of consumer activity looking for information about products before making a visit, the stability to choose to visit logically and rationally, make a visit, the satisfaction variable (Y2) with indicators of good service provision, speed of work, ability to provide hospitality, ability to pay attention . Data collection methods used were questionnaires and documentation. Data analysis techniques using path analysis (Path Analysis), which is an extension of multiple regression analysis to estimate the causal relationship between variables (casual models) that have been determined.

## IV.    RESULTS AND DISCUSSION

### 2.1. Results

### 2.1.1. Validity test

Validity test measurement can be done by comparing the Sig. count with Sig. Alpha table 5%. The validity of the indicator can be seen from the output of the correlation value Sig. count (2 Tailed) Pearson Correlation on each construct's total line from each statement item. If the Sig. count <Sig. table 0.05 then the statement item is valid [24].

### 2.1.2. Reliability Test

Reliability testing to assess the consistency of respondents' answers. Variables are said to be reliable if they provide a Cronbach Alpha value> 0.70,  [24]. Based on the results of the reliability test, obtained values of facility variables 0.847> 0.70; promotion 0.814> 0.70; decision to visit 0.808> 0.70; satisfaction of 0.800> 0.70.

### 2.1.3. Normality test

Kolmogorov-Smirnov Statistical Analysis A data is said to be normal if the value of K-S> $\alpha = 0.05$.

Table 1. Kolmogorov Normality Test

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 116 |
| Normal Parametersa,b | Mean | ,0000000 |
|  | Std. Deviation | 1.18381210 |
| Most Extreme Differences | Absolute | ,104 |
|  | Positive | ,104 |
|  | Negative | -,049 |
| Kolmogorov-Smirnov  Z  Asymp. Sig. (2-tailed) |  | 1,122 |
|  |  | ,161 |

a. Test distribution is Normal.

b. Calculated from data.
Source: data processed by SPSS, March (2019)

Table 1 shows the kolmogorov-smirnov value of 1.122 with a significant 0.161 greater than 0.05. Then it can be concluded that the regression model is normally distributed.

### 2.1.4. Multicollinearity Test

To detect it is done by looking at the tolerance value ≤ 0.1 and the VIF value ≥ 10, it can be said that the regression model does not have multicollinearity. The results of the multicolonierality test are in Table 2.

Table 2 shows that the independent variables that show Tolerance values> 0.10, as well as the value of Variance Influence Factor (VIF) <10. Then it can be concluded that there is no multicollinearity between the independent variables with the dependent variable.

Table 2. Multicollinearity test

| Coefficients[a] | Collinearity statistics | Tolerance VIF |
|---|---|---|
| Model | | |
| 1 (Constant) | | |
| Facilities | .998 | 1.002 |
| Promotion | .969 | 1.032 |
| Visiting decision | .971 | 1.030 |

Source: data processed by SPSS, March (2019)

### 2.1.5. Heteroscedasticity Test

One way to detect the presence or absence of heterokedasticity is to look at the results of the glacial test.

Table 3. Heteroscedasticity Test with Test Glejser  Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|
| | β | Standard error | Beta | t | sig. |
| 1 (Constant) | 24.451 | 3.587 | | 6.817 | .000 |
| Facilities | .032 | .056 | .055 | .580 | .563 |
| Promotion | .024 | .139 | .017 | .174 | .863 |
| Visiting decision | .017 | .124 | .013 | .139 | .890 |

a. Dependent Variable: satisfaction
Source: data processed by SPSS, March (2019)

Table 3 shows that there are no independent variables that statistically affect the satisfaction and significance variables above 5%.

### 2.1.6. Path Analysis

Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate causal relationships between variables (causal models) that have been predetermined based on theory. The causality relationship tested in this study is the relationship between facilities and promotion to satisfaction and whether the relationship between facilities and promotion to satisfaction is mediated by visiting decision variables. The path coefficient is calculated by making two structural equations, namely the regression equation that shows the hypothesized relationship.

Table 4. Satisfaction (Z), Facilities (X1), Promotion (X2)

Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|
| | β | Standard error | Beta | t | sig. |
| 1 (Constant) | 24.451 | 3.587 | | 6.817 | .000 |
| Facilities | .032 | .056 | .055 | 5.580 | .002 |
| Promotion | .024 | .139 | .017 | 2.174 | .003 |

a. Dependent Variable: satisfaction
Source: data processed by SPSS, March (2019)
Table 4 can be structured equation as follows: Y = 0,055 X1 + 0,017 X2 + 0,013 Z + 0.242□ 1…….. (1)
The variance value can be obtained by the formula e1 = √1− R 2 =e1 = √(1− 0,941) = 0,242.

Table 5. Results of Regression Analysis with Visiting Decisions (Y), Facilities (X1), Promotions (X2)

Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|
| | β | Standard error | Beta | t | sig. |
| 1 (Constant) | 21.451 | 3.587 | | 7.817 | .000 |
| Facilities | .032 | .056 | .055 | 3.580 | .003 |
| Promotion | .024 | .139 | .017 | 2.174 | .001 |
| Satisfaction | .017 | .124 | .013 | 1.139 | .000 |

a. Dependent Variable: Visiting decision
Source: data processed by SPSS, March (2019)

Table 5 can be structured equation as follows: Z = 0.073 X1 + 0.171 X2 + 0.798□ 2……………………. (2)
The variance value can be obtained by the formula e1 = √1− R 2 =e1 = √(1− 0,363) = 0,798
   Indirect Effects of Facilities on Satisfaction Through Visiting
   Decisions Direct influence : Facilities to satisfaction = 0.055, Indirect influence Facility to decision
Been to satisfaction (Pzx1) (Pyz) = (0.073) (0.013) = 0.009 + Total = 0.064
   The indirect effect of promotion on satisfaction through visiting decisions. Direct influence, Promotion to satisfaction = 0.017, Indirect influence, Promotion to satisfaction to the traveling decision, (Pzx2) (Pyz) = (0.171) (0.013) = 0.002 + Total = 0.019
   Indirect Effects of Facilities on Satisfaction Through Visiting

### 2.1.7. Hypothesis Testing
   The t test shows the extent of the influence of the independent variables individually in explaining the variation of the independent variables. The independent variable is stated to influence the dependent variable individually if the value of t is greater than 2 and is significant at the 5% confidence level (0.05), tables 4 and 5.
   First, shows that the calculated t value is 5.580 and the significance value is calculated at 0.002 <0.05. This means that H1 which states there is a direct influence of facilities on satisfaction is received.
   Second, shows that the t value is 2.174 and the significance value is 0.003 <0.05. This means H2 which states that there is a direct promotion of influence on satisfaction received.
   Third, t value of 3.580 and the significance value of 0.003 <0.05. This means that H3 which states there is a direct influence of the facility on visiting decisions is accepted..
   Fourth, the t value was 2.174 and the significance value was 0.001 <0.05. It means that H5 states that there is a promotional influence on the decision to visit.
   Fifth, t value of 1.139 and the significance value of 0.000 <0.05. This means that H5 which states there is a direct influence of satisfaction on visiting decisions is accepted.

### 2.2. Discussion
### 2.2.1. Effect of Facilities on Satisfaction
   The results showed that there was a direct effect of the facility on satisfaction. Based on the descriptive results of jobs that obtain the most frequency are students, because their students are more likely to visit attractions because of the free time compared by many workers. Therefore students who often visit tourist attractions and are very critical about the facilities provided at tourist attractions, they sometimes compare the facilities provided with other tourist attractions. This is seen from the aspect of spatial planning or the place to serve visitors well planned and attractive, because a neatly shaped and attractive space will bring more value to visitor satisfaction. Adequate equipment will make tourist visitors feel satisfied because visitors feel the availability of the desired needs available. This can be seen from the aspect of the availability of adequate rubbish bins, P3k health equipment and emergency. Lighting and color that suits the needs of attractions really support the attraction of the tourists so feel satisfied. This can be seen from the aspect of the color and light settings according to and interesting. Graphic messaging is a form of visual communication that uses images to convey information as effectively as possible. This is seen from the aspect of the appearance of tourist

attractions, places for adequate photographs and interesting attached decoration. Supporting elements are added value for attractions. This is seen from the aspect of the availability of places of worship, toilets, parking places, food and drink locations as well as clean, comfortable and guaranteed security. The results of the study are in accordance with [10], [15], research that describes the facilities and bus conditions that affect passenger satisfaction. Because if the facility meets the criteria well, satisfaction will be obtained.

### 2.2.2. Effect of Promotion on Satisfaction

The results showed that there was a direct influence of promotion on satisfaction. This can be seen from the aspects of advertising in the brochure has a wider reach, tourist advertising in attractive fampflets and advertising through social media more convincing. Furthermore, advertisements through banners and posters are very much encountered on the edge along the road because on the road is a strategic place and a lot of people go through. This can be seen from the aspect of tourism advertised through banners, banner advertising media and posters with clearer delivery. Promotion is a very important factor in selling a service. Because with the promotion of visitors will know the potential advantages offered in it. If the promotion is not carried out then the consumer does not know about the services to be sold or offered, the promotion will also bring satisfaction to visitors because what has been promoted is in accordance with the reality. This is seen from the aspect of tourism promoted through events, promotion through events to offer potential tourist attractions that are quite good and interesting. The results of this study support the results of research conducted by [16],[17],[20], which states that if promotion is high it will increase visitor satisfaction.

### 2.2.3. Effect of Facilities on Visiting Decisions

The results showed that there was a direct effect of the facility on visiting decisions. This means that the higher the facilities carried out, the higher the decision to visit. Descriptive analysis states that the ability of the facility is in the good category with a percentage of 83% and the visit decision is also in the good category with a percentage of 81%. The depiction of each variable is also the same as the facility, having a constant category on all indicators, which is good. As with the visiting decision variable, all the indicators are in the good category. This is seen from the aspect of spatial planning or a place to serve tourist visitors who are very well planned as well as space planning and attractive building architecture. Equipment can be seen from the aspect of the availability of equipment such as adequate waste bins due to the availability of trash bins, health equipment such as P3k which is used to anticipate if there are tourist attractions that have accidents or health problems that occur at tourist sites. Attractive lighting and colors will bring its own advantages for attractions. This is seen from the aspect of the color and light settings according to and attractive to visitors of the tourist attraction. A graphical message is a complex combination of words, pictures, numbers, graphics, photos, and illustrations that require special thinking in the field of images. This is seen from the aspect of decoration attached, a place to take interesting and accommodating photos. Supporting elements are the most important elements seen from the aspect of availability, parking, toilets, food and drink locations and supported by clean and comfortable tourist attractions. The results of the study are consistent with research by [17], [18],[20], which states that adequate and good facilities will attract tourists to visit these tourist attractions. This is because if the tourism object is not supported with adequate facilities then visitors will not be interested in visiting the tour. Facilities are needs that can later be enjoyed and used by visitors.

### 2.2.4. Effect of promotion on visiting decisions

The results showed that there was a direct influence on promotion of visiting decisions. This means that the higher the promotion, the higher the decision to visit. Descriptive analysis states that the ability of promotion is in the good category with a percentage of 84% and the decision to visit is also in the good category with a percentage of 81%, the description of each variable is the same as the promotion has a constant category on all the indicators that is good. As with the visiting decision variable, all the indicators are in the good category. The first indicator is active information seeking. This can be seen from the aspect of actively seeking information before visiting tours, deciding to visit based on the recommendations of others and the decision to visit after a promotion. The stability to choose a visit can be seen from this aspect of tourism being a top priority in the selection of tourist sites, deciding to visit and being confident with the choice of these attractions, the memory of the potential and attractiveness of tourism. Finally is to make a visit. This can be seen from the aspect of feeling satisfied after visiting this tourist spot, visiting this tour again and this interesting tour. The results of this study support the results of research conducted by [16], [17], that a good and appropriate promotion of the needs desired by visitors, then the promotion will bring changes to the decision to visit because with the promotion, the visitors will know the potential of the tourist attraction that is related and interested to visit it.

### 2.2.5. Effect satisfaction on visiting decisions

The results showed that there was a direct influence of visiting satisfaction on decisions. This can be explained that according to the results of the descriptive analysis of respondents which showed the majority of respondents who visited tourist objects aged 20-30 years. At the age of 20-30 years, on average visitors are more interested in visiting attractions, because at that age visitors are still relatively young and still happy to come and enjoy the excellence of attractive tourist attractions. This age is classified as being able to choose logical and rational visits and actively seeking information before making visits and making repeat visits. This can be seen from the aspect of actively seeking information that obtains a statement of agreement from the majority of respondents based on a descriptive analysis of respondents' answers that have been done. Stability to choose to visit logically and rationally is seen from the aspect of tourist sites which are the first priority in the selection of the place of visit and beliefs and memories about the potential and attractiveness of tourism. Based on the results of descriptive analysis of respondents' answers that have been done. Because at 20-30 visitors can determine the stability of visiting logically and rationally and minimize unwanted events. When visitors feel satisfied after making a visit, there will be a sense of wanting to re-visit similar tourist objects. This is seen from the aspect of feeling satisfied after visiting the tourist attractions and want to visit the tour again because of the tourism that is presented interesting. The results of this study support the results of research conducted by [4], [19], which states that if a tourist attraction has decided its visit decision, then after visiting it will feel satisfied because the excellence of attractions that are presented attractive.

## V. CONCLUSION AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of research that facilities have a significant positive effect on satisfaction, means the higher the facilities, the higher the visitor satisfaction. Similarly, the influence of facilities has a significant positive effect on the decision of tourists to visit. This means that the increase in the number of visitors then the satisfaction increases, the impact on visiting decisions also increases.

Promotion has a direct influence on visiting decisions, which means that by increasing promotion the visiting decisions will increase, facilities have an influence on satisfaction through visiting decisions as an intervening variable. So that the visiting decision is able to mediate between facilities towards satisfaction, which means that by increasing the facility the visiting decision will increase which will be followed by satisfaction. Promotion has an influence on satisfaction through visiting decisions as an intervening variable. So that the decision to visit is able to mediate between facilities to satisfaction, which means that by increasing promotion the satisfaction of visiting decisions will increase which will be followed by satisfaction.

### 5.2. Suggestion

Suggestions for managers of attractions in Semarang:

1) To improve facilities that need to be considered is equipment based on aesthetics because it has a small percentage score compared to other indicators;

2) Equipment such as the availability of adequate trash bins, to increase promotion;

3) The manager of attractions is expected to work together with the government of the City of Semarang Culture and Tourism Agency and the Disporapar of Central Java Province.

Seen from the promotion through advertising brochures, pamphlets, social media, banners, posters and through events.

Efforts to increase promotion are not only inside the city but also reach out of the city and even abroad. So that the excellence of tourism in the city of Semarang, Indonesia can be known and enjoyed by the community, to increase satisfaction, managers and the government must understand the needs of tourists as desired in the indicators of the power contained in the satisfaction variable. Capture such as responding to complaints and suggestions of each visitor, so that you will see the desired tourist attraction.

### 5.3. Research limitations

The research was only conducted in one city, namely Semarang, Indonesia. The research respondents were visitors of tourist objects in the city of Semarang. So it is difficult to generalize.

### 5.4. Future Research

Future research agenda, related to the number of samples. This study uses 213 respondents as population representatives but in subsequent studies this number must be added with the aim of increasing the generalization of research results. In addition, future research must use samples that are considered to be more representative of the study population so as to increase the generalization of research results. For future research, we recommend replicating the research model, the model must be tested in several cities in Indonesia.

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