

The Influence of Tourist Attractions, Tourist Motivation, and *Direct Marketing* on the Decision to Visit the Amazing Farm Depok D'Kandang Tourist Attraction

Alisya Nur Insani¹, Gagih Pradini², Anisa Putri Kusumaningrum³

^{1,2,3} National University

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Abstract

This study investigates how the decision to visit the D'Kandang Amazing Farm in Depok is influenced by tourist attractions, tourist motivation and direct marketing. The aim of this study is to investigate the extent to which tourist attractions, tourist motivation and direct marketing have a significant influence on visitors' decision to visit D'Kandang Amazing Farm. This study involved 100 respondents who visited the D'Kandang Amazing Farm. Data was collected quantitatively using questionnaires and the results were analysed using the Statistical Package for Social Sciences (SPSS version 25). Probability sampling method was used in this study and descriptive analysis and inferential analysis by multiple linear regression were conducted. The results showed that the decision to visit D'Kandang Amazing Farm is positively and relevantly influenced by tourist attractions, tourist motivation and direct marketing simultaneously

Keywords: *Tourist attractions, motivation, direct sales, visiting decisions*

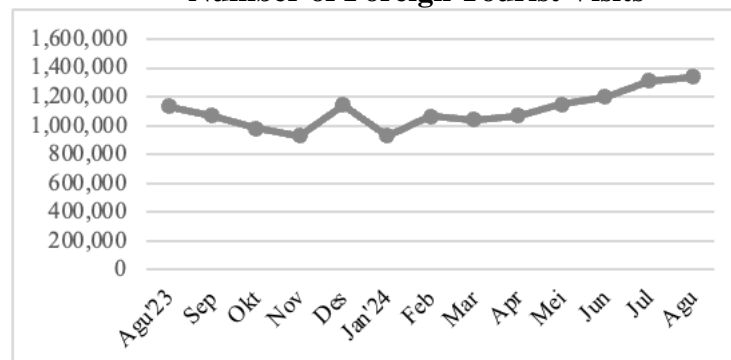
(*) Corresponding Author: gagihpradini@stipram.a.c.id, gagih@civitas.unas.ac.id

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INTRODUCTION

Indonesia is like an *archipelagic state* that is prosperous in natural diversity, culture and tradition. This wealth opens up great opportunities for the development of the tourism sector which has very promising potential. (Setyanto, T. J., Sanjaya, L. R., & Rusmini, A. 2024). The tourism sector is a highly complex and fragmented sector, encompassing various interconnected subsectors and supply chains. The existence of this sector is difficult to measure and define definitively, especially because of its dynamic nature and continues to develop along with changes in tourism trends from year to year (Yakup and Haryanto, 2021).

Number of Foreign Tourist Visits



Source: The Central Statistics Agency was reprocessed by the Ministry of Tourism and Creative Economy's Pusdatin.

Based on the data above, the total number of foreign tourist visits to Indonesia in the period from January to August 2024 reached 9,092,856 visits, an increase of 20.38% compared to the same period in the previous year, which was 7,553,292 visits. This increase cannot be separated from the role of tourism destinations that attract tourists to visit. Tourism destinations are tourism destination areas in which there are several components that aim to attract tourists and provide quality experiences. The 4A approach of attractions, accessibility, amenities, activities is considered an effective framework in the management and development of tourism destinations (Anggra, et al 2024).

Tourist attractions are the most important magnet to attract tourists to visit destinations. According to Hapsari (in Muharromah, G. L., & Anwar, M. K. 2020) The more optimal the application of the 4A concept of a destination to a destination, the greater its influence on the decision of tourists to come. According to Gayatri in (Bulan, et al. 2021) Motivation also plays a crucial role for tourists in choosing and determining the destinations they want to visit. Effective direct marketing can increase tourist visit intentions (Asman Abnur et al, 2023). The city of Depok has quite diverse tourism potential, which is reflected in the increasing number of tourist visits that visit every year.

According to the Central Statistics Agency of West Java, the number of tourist visits in Depok City from 2021 to 2023 shows a very positive increase, with an increase in visits every year, it can prove that the tourism potential in Depok City is very diverse and very well developed. D'Kandang Amazing Farm is one of the many educational recreational objects located in Depok. which is located at Jalan Penarikan Rt 01 / 02, Pasir Putih, Sawangan, Depok. Destinations that carry the theme of agrotourism with the aim of educating visitors, especially children, about agriculture, livestock, and the environment. Visitors to this tourist attraction come from various circles, ranging from children to the elderly.

There is an interesting phenomenon to be researched, namely the competition between D'Kandang Amazing Farm and various similar tourist destinations. The existence of similar destinations can affect the stability of the number of visitors, which ultimately becomes a challenge for managers in maintaining and increasing the number of visits every month. One of the causes of the instability of the decision to visit is the large number of similar destinations that offer comparable or more attractive attractions.

Regarding this event, the researcher felt interested in conducting a more in-depth study of tourists' decisions in choosing to visit. This decision can be influenced by various factors, including tourist attractions (X1), tourist motivation (X2), and direct marketing strategy (X3), so the researcher chose the title "**The Influence Of Tourist Attractions, Tourist Motivation, And Direct Marketing On The Decision To Visit The D'kandang Amazing Farm Depok Tourist Attraction**".

METHOD

This Tourism Industry according to Yoeti (in Djunaid, I. S., 2021) reveals that the tourism industry involves various business sectors that collaborate to create

the products and services that travelers need as far as their travels go. Based on Law Number 10 of 2009, tourism can be understood as a line of tourism actions supported by a variety of facilities and services available by communities, business actors, and the government. According to (Mularsari A, 2022) Tourism can be defined as a kind of move from one location to another with prior preparation, with the aim of vacationing and looking for entertainment.

Tourist Attractions according to (Juliano, H. W. et al, 2022) attractions are a type of travel vacation that combines local attractions to learn more about the beauty and culture of the area. (Widayati, E., & Widiastuti, Y. P. 2022) argue that tourist attractions are a charm offered in a tourist attraction, which can be in the form of natural, cultural, social and architectural attractions and the more unique the attractions displayed, the more attractive the interest of tourists who visit. (Nugraha, R. N., et al 2021) argue that things that are seen or experienced through performances created exclusively for tourists are known as tourist attractions.

Motivation of Tourists according to Pinata & Gayatri (in Ernawati, S. 2020) Motivation plays a very crucial role in determining the consideration of prospective visitors to visit a destination. According to (Suhartapa and Sulisty, 2021), motivation can be interpreted as the reason behind actions taken by a person. Meanwhile, Setiadi and Kamil in Rohmania (2022), tourist motivation is a driving force that spurs them to carry out activities optimally to achieve tourist satisfaction. Direct Marketing according to Kotler and Armstrong (in Putri, L. T., et al 2023) argue that direct marketing is a method that involves direct interaction with consumers to achieve a quick response while strengthening customer loyalty. Hudson (in Halawa, N. H., & Saragih, N., 2024) also explains that direct marketing is a marketing system that is entirely managed by marketers, where they design, promote, and distribute their products directly to the end consumer. Suparwo & Tristyantie, (2020) Direct marketing refers to a collection of marketing strategies that are combined to use at least one type of advertising that can cause consumers around the world to react in a measurable way.

The decision to visit is the stage where the buyer has determined the needs and is ready to fulfill the transaction, namely foreign exchange or payment promises with the freedom to acquire or allocate products or services, as explained by Kotler (in Susianto, et al. 2022). Valentino (in Safitri, I., et al. 2020) argues that tourists' decisions to visit a destination are usually planned in advance. Because the new tourist experience can be enjoyed when they actually visit the place. Kristiutami (in Rahmadayanti, T., & Murtadlo, K., 2020) argues that the judgments made by tourists about where to go can be compared to the choices about what to buy.

Types of Research and Data Collection: This study uses a quantitative approach, as defined by Mursito (Waruwu, M. 2023), which involves the use of measurements, calculations, and numerical data to inform planning, processes, hypothesis formation, methodology, data analysis, and conclusion drawn. Data collection relied on questionnaires and literature reviews from magazines and books. In addition, the study used purposive sampling, which involves selecting samples based on specific criteria to account for relevant characteristics. In this case, the researchers focused on a sample of participants between the ages of 18 and 50. The responses collected through the questionnaire were then analyzed using SPSS software version 25. To measure perceptions and opinions about a particular

event or phenomenon, the study used the Likert scale, which ranges from "strongly disagree" to "strongly agree", with a score given from 1 to 5. The sample size (n) was determined as many as 100 respondents, according to the Slovin formula.

Independent and Dependent Variables: This study examines two categories of variables, namely independent and dependent variables. Independent variables or independent variables are variables that affect other variables in this study including tourist attractions, tourist motivation, and direct marketing. In contrast, a bound variable or dependent variable is a variable that is affected by one or more other variables. In this case, the bound variable is the decision to visit.

Descriptive Analysis Method: Descriptive analysis, as described by Elyana (2021), involves examining data by providing detailed descriptions of the information collected or directly characterizing the research object based on samples or aggregate data.

Inferential Analysis Method: As stated by (Afif et al, 2023), interference analysis is a quantitative research method that tests the relationships between variables through hypothesis testing.

Validity Test: According to (Janna and Herianto, 2021), the validity test is designed to assess the validity of a measuring tool, for example questions in a questionnaire. An item or variable is considered valid if the value r is greater than the value of the table if not, it is considered invalid.

Reliability Test: According to Notoatmodjo as quoted in (Janna, N.M., and Herianto (2021), the reliability test functions as an index that shows the dependence of a measurement instrument. A Cronbach's Alpha (α) value greater than 0.60 indicates that the questionnaire is considered reliable, while a lower value indicates the opposite.

Normality Test: As stated by Sugiyono in (Yuliati and Indah, 2024), the normality test functions to find out whether the variables examined follow the normal distribution. In this study, a single-sample kolmogorov-Smirnov test was used to analyze residues at a significance level of 0.05. This assessment aims to evaluate the relationship between the residues (non-normalized residues) of each variable and their relationship to each other.

Multicollinearity test: According to Ghozali in (Agustiani and Muttaqin, 2023), the multicollinearity test assesses the existence of a strong or perfect correlation between independent variables in a regression model. A tolerance value greater than 0.1 indicates that the variance inflation factor (VIF) is acceptable.

Heterokedasticity Test: As stated by Ghozali in (Agustiani and Muttaqin, 2023), the purpose of the heteroscedasticity test is to assess whether the residual variation between observations in a regression model is not the same. If the T value is calculated as 0.05, it indicates the absence of heteroscedasticity; on the contrary, different results indicate its existence.

Autocorrelation Test: According to (Gultom and Anggraeni, 2024), the autocorrelation test is carried out to assess the strength of both positive and negative relationships between data related to variables in the regression model. If the Durbin-Watson value (DW) is \leq (dL), it does not indicate a potential autocorrelation.

Hypothesis Testing (T-Test): According to Masruri (2022), the t-test is a statistical method used to assess the individual significance of the influence of

independent variables on dependent variables. The effect was determined by comparing the T-calculated value with the T-table value at a significance level ≤ 0.05 .

F test: As stated by (Gultom and Anggraeni, 2024), this test is commonly carried out to assess the influence of independent variables on dependent variables. To evaluate whether the combined influence of independent variables on dependent variables is statistically significant, a significance level of 5% ($\alpha = 0.05$) was used.

Coefficient of Determination (R²): The coefficient of determination serves as an indicator of how well the model takes into account variations in dependent variables (Agustiani, 2022). Values close to 100% mean that independent variables are very effective in explaining the observed fluctuations in dependent variables.

Multiple Linear Analysis: Multiple linear regression is a statistical technique that explores the relationship between a bound variable and several independent variables. This approach is particularly useful for analyzing the impact of three independent variables (X) on a single dependent variable (Y), helping to identify which factors significantly affect the results of the study

RESULTS AND DISCUSSION

D'Kandang Amazing Farm was established in 2011, with the initial name CV Sawangan Farm Dairy, which at that time focused on the field of livestock and agriculture. In addition, they also produce dairy products such as fresh milk and yogurt, and offer Aqiqah services. In 2014, CV Sawangan Farm Dairy transformed and turned into a tourism education institution by changing its name to D'Kandang Amazing Farm. The establishment of D'Kandang Amazing Farm was based on awareness of the importance of educational tourism aimed at families and children, where they can learn through hands-on practice and observation.

Complete Results of Research Estimates

1. Uji Research Instruments

a. Validity Test

As a result of the Validity Test, all statements on the variables of Tourist Attractions (X1), Tourist Motivation (X2), Direct Marketing (X3), and Visiting Decision (Y) were declared valid. This conclusion is drawn based on the fact that the calculated r value is greater than the table r value. In a test involving 100 respondents, the r-value of the table obtained was 0.196, with a significance level of $\alpha < 0.05$

b. Reliability Test

Table 1 Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Limit	Remarks
Tourist Attractions (X1)	0,870	>0.60	Reliable
Tourist Motivation (X2)	0,896	>0.60	Reliable
Direct Marketing (X3)	0,739	>0.60	Reliable
Visiting Results (Y)	0,846	>0.60	Reliable

Source: Data Management Using SPSS 25

Based on the analysis of the table, it can be seen that Tourist Attractions, Tourist Motivation, Direct Marketing, and Visit Decisions. has a Cronbach's Alpha value of > 0.60 . Thus, it can be concluded that these variables have an effect on tourists'

decisions to visit the Amazing Farm Depok tourist attraction, and the questionnaire used is declared reliable.

2. Classic Assumption Test

a. Normality Test

Table 2 Results of the Normality Test of One-Sample Data KolmogorovSmirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Red	.0400000
	Std Deviation	2.08934361
Most Extreme Differences	Absolute	.083
	Positive	.039
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-Tailed)		.089

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data Management Using SPSS 25

From the table, it can be concluded that the value of Asymp. Sig. (2-tailed) is 0.89. The conclusion is that the dependent and independent variables have a normal distribution of data, since their significance value > 0.05.

b. Multicollinearity Test

Table 3 Multicollinearity Test Results

Models	Collinearity Statistics	
	Tolerance	VIVID
1.	Tourist Attractions	.296
	Tourist Motivation	.250
	Direct Marketing	.499

- a. Dependent Variables: Visiting Results

Source: Data Management Using SPSS 25

Based on the data in the table above, the tolerance value for these variables > 0.1, while the VIF value is < 10. Therefore, it can be concluded that there is no multicollinearity among independent variables in the regression model.

c. Heterokedasticity Test

Table 3 Heterokedasticity Test Results

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
	1 (Constant)	4.903	1.636		
Tourist Attractions	.037	.045	.147	.812	.419
Tourist Motivation	-.309	.045	-.170	-.863	.391
Direct Marketing	-.121	.077	-.219	-1.567	.120

- a. Dependent Variable: Abs_RES

Source: Data Management Using SPSS 25

Based on the test effect listed in table 20, the significance value for the Tourist Attraction variable is 0.419, then the Tourist Motivation variable is 0.391, and for the Direct Marketing variable is 0.120. Because all significance values > 0.05, it

was concluded that there was no heteroscedasticity in the regression model for the three variables

d. Autocorrelation Test

Table 4 Autocorrelation Test Results

Models	R	R Square	Adjusted R Square	Std.Error of the Estimate	Durbin-Watson
1	.851	.725	.716	2.104	1.911
a.	Predictors: (Constant), Direct Marketing, Tourist Attractions, Motivation of Tourists				
b.	Dependent Variable: Visiting Results				

Source: Data Management Using SPSS 25

Based on the Durbin-Watson table with a significance level of 5%, the dL value is 1.613 and the dU value is 1.736. With the sum of $n = 100$ and $k = 3$, the test results showed that $dU < d < 4 - dU$ was $1.736 < 1.911 < 2.264$. Therefore, it can be concluded that this study does not show any autocorrelation in the data.

3. Model Feasibility Test

a. T Test

Table 5 T Test Results

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
1 (Constant)	2.567	1.050		2.445	.016
Tourist Attractions	.547	.054	.714	10.106	.000
Tourist Motivation	.550	.043	.793	12.870	.000
<i>Direct Marketing</i>	1.305	.108	.774	12.110	.000

b. Dependent Variables: Visiting Results

Source: Data Management Using SPSS 25

a) Hypothesis Testing on Attraction to Visiting Decisions

Referring to the test table above, it shows that the variable of tourist attractions on the choice of visitors to visit the D'Kandang Amazing Farm Depok tourist attraction has a calculated T value of $10.106 > 1.984$ (table T value) and a significance value of $0.000 < 0.05$. Therefore, it is said that H1 is accepted, which means that tourist attractions have a positive impact on tourists' decisions.

b) Hypothesis Testing on Tourists' Motivation for Upholding Decisions

Referring to the t-test table above, the variable of Traveler Motivation to the decision to visit the D'Kandang Amazing Farm tourist attraction showed a significance value of $0.000 < 0.05$ and a calculated T value of $12,870 > 1,984$ from the T table. H2 is accepted, which means that tourist attractions have a positive influence on tourists' travel decisions.

c) Hypothesis Testing on Direct Marketing on Visit Decisions

From the test table above, the direct marketing variable on the decision of tourists to visit the D'Kandang Amazing Farm destination has a significance value of 0.000 T value table of 1.984 . In conclusion, H3 is accepted, which means direct marketing has a positive influence on visitors' decisions.

b. Test F

Table 6 F Test Results

Models	Sum Of Square	Df	Mean Square	F	Sig
1 Regression	1119.309	3	373,103	84.317	.000b
Residual	424,801	96	4,425		
Total	1544,110	99			

a Dependent Variables: Visiting Decision
 b Predictors: (Constant), Direct Marketing, Tourist Attractions, Tourist Motivation

Source: Data Management Using SPSS 25

In accordance with the above test, the F value is calculated as large as 84.317 > the F tabell value is 2.70, with a significance level of 0.000 < 0.05. Therefore, it was concluded that this examination model shows that the variables of Tourist Attractions, Tourist Motivation, and Direct Marketing together or simultaneously have an impact on the decision to visit the D'Kandang Amazing Farm Depok tourist attraction.

c. Coefficient of Determiation (R2)

Table 7 Autocorrelation Test Results

Models	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.851	.725	.716	2.104

a. Predictors: (Constant), Direct Marketing, Tourist Attractions, Motivation of Tourists
 b. Dependent Variable: Visiting Results

Source: Data Management Using SPSS 25

Based on the table above, the value of the Coefficient of Determiation (R2) is 0.725, which is equivalent to 72.5% and the remaining 27.5% is explained by other variables. Thus, it can be concluded that independent variables effectively explain dependent variables. This is evidenced by the R square niali > 0.05, showing an increase in the model's ability to explain the variation of dependent variables.

4. Multiple Linear Analysis

Table 8 T Test Results

Models		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std.Error	Beta		
1	(Constant)	2.567	1.050		2.445	.016
	Tourist Attractions	.547	.054	.714	10.106	.000
	Tourist Motivation	.550	.043	.793	12.870	.000
	Direct Marketing	1.305	.108	.774	12.110	.000

c. Dependent Variables: Visiting Results

Source: Data Management Using SPSS 25

From the table, it can be concluded that:

$$Y = 2.567 + 0.547X1 + 0.550X2 + 1.305X3 + e$$

Y = Visiting Decision

A = Constant

β1 β2 β3 = Regression coefficient

X1 = Tourist Attractions

X2 = Motivation of Tourists

X3 = Direct Marketing

e = error

Here is the interpretation of the statement:

- a. The resulting coefficient of regression for the Tourist Attraction variable (X1) is 0.547 and positive. This indicates that the better the tourist attractions presented, the higher the decision to visit tourists.
- b. The resulting coefficient of regression for the Tourist Motivation variable (X2) is 0.550 and positive. This indicates that the better the expected motivation of tourists, the higher the decision to visit tourists.
- c. The resulting coefficient of regression for the Direct Marketing (X3) variable is 1.305 and positive. This indicates that the better the direct marketing provided, the higher the decision to visit tourists.
- d. It can be seen in the chart above that the tourist attraction variable has a lower value of 0.547 compared to the tourist motivation variable which has a higher value of 0.550. In addition, the direct marketing variable has the highest value among other variables with a value of 1.305.

CONCLUSION

This research reveals that tourist attraction factors, tourist motivation, and direct marketing together have a positive and significant influence on visitors' decisions to choose D'Kandang Amazing Farm in Depok as a destination. The tourist attraction variable has a value of 10,106, while tourist motivation has a value of 12,870, and direct marketing has a value of 12,110. Notably, traveler motivation emerged as the most influential factor in influencing the decision to visit, with a score of 12,870, which accounted for 26.57% of the change in visiting behavior. 5.

This research can be further developed by considering other variables that have the potential to influence the decision to visit tourists at the D'Kandang Amazing Farm tourist attraction by using the variables of Accessibility and Supporting Facilities and using more in-depth data processing techniques such as using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method with SmartPLS or using Path Analysis.

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