

MEDIATING EFFECT OF TOURIST MOTIVATION TO THE REVISIT INTENTION IN TREKKING SENTUL

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ABSTRACT

Sentul Trekking Tourism Object is a tourist destination that offers natural beauty along with physical activities. The phenomenon based on the destination information of tourists visiting the Sentul Trekking tourist destination increased at the beginning of 2022. This study uses an associative quantitative method. The sample taken amounted to 44 respondents who were calculated using incidental purpose sampling. Collecting data using a questionnaire consisting of statements that cover all research variables. Respondents' answers to these statements were then analyzed using the partial least square method using the Smart PLS ver.3.0 software for Windows and SPSS version 25. The results showed that: there is not an effect of service quality on tourist motivation, there is an effect of service quality on revisit intention, there is an effect of marketing communication on tourist motivation, there is an effect of marketing communication on Revisit Intention, and there is an effect of Tourist motivation on Revisit Intention. The intervening variable of Tourist motivation did not mediate the variables of Service quality on Revisit Intention but the tourist motivation mediated the variables Marketing communication on Revisit Interest in the Trekking Sentul.

Keywords: marketing communication, partial Least Square, revisit intention, service quality, smart, tourist motivation

A. INTRODUCTION

The consequences of the Covid-19 pandemic have brought many changes in almost everything in people's lives and activities. In the post-pandemic period, outdoor space is still the safest option to travel/travel and prevent the spread of the Covid-19 virus. Outdoor tourism is trendy and full of visitors. Many tourist destinations are developing outdoor tourism, and recently many destinations have adopted the concept of outdoor tourism with different types and themes.

The Sentul region is a natural tourist destination and the tourism industry did not decline during or after the pandemic. A member of Local Guides Sentul Community (LGSC) named Uje (2021) said that nature gives people an opportunity to enjoy fresh air and enjoy the saturation of the city. Meanwhile, a statement by the director of Sentul Anwarudin Community Local Guides (2021) quoted by CNN Indonesia says that there are at least 4-5 orders per week and there are many participants. About 5,000 people who are members of the community of Sentul guides visit Sentul through wildlife tourism services. In addition to focusing on nature tourism, other tourism opportunities are constantly being developed to offer more flexible services (Ratnasari 2021:1)

The results of the survey showed that people's interest in tourism has changed from mass tourism to private or group tourism. Outdoor tourism with the concept of community development (CBT) is a solution to maintain and improve people's well-being during the pandemic. To improve physical and mental health after the pandemic, outdoor activities are offered with various options, from nature tourism to sports, therapy and adventure. The participation of local communities can raise the level of the economy and create sustainable tourism. Smart Tourism is a visionary solution to integrate all outdoor sites into One Stop Sentul Tourism (Puspita Dewi et al. 2022:1).

Sentul District, Bogor offers many attractive natural attractions and safe travel options during the COVID-19 pandemic. Sentul Bogor Nature Tourism has trendy natural attractions such as waterfalls, protected forests, community forests, karst areas (Goa), villages, rice fields, plantations, hot springs and other attractions. As for the location of the hiking trails, most of them are part of Karang Tengah Village. This village is located in the Babakan Madang district with an area of about 2,89 hectares and a height of about 250 meters above sea level. Karang Tengah village is surrounded by a lot of natural potential, so it has become a tourist destination that is now thriving, especially during the pandemic. Nature tourism places offer several attractions such as waterfalls, rivers, forests, gardens, various flora and fauna, rocks, etc. Some favorite waterfalls are Leuwi Hejo Waterfall, Putri Kencana Waterfall, Bidadari Waterfall, Ciburial Waterfall and many other waterfalls. Although there are 36 hiking trails and 8 most popular trails.

Sentul, Bogor is a potential area for outdoor tourism development. Its location near the country's capital, Jakarta, its still vast and well-managed natural resources, and the presence of local communities as tourism supporters all have their charms. In Sentul, it is very interesting to learn more about outdoor tourism, which offers solutions for health and affects the well-being of people, preserving nature and local culture. Therefore, the purpose of this study is to predict tourists' return intentions using service quality and marketing communication, which are mediated by tourists'

travel intentions.

B. LITERATURE REVIEW

Tabel 1.

Construct and the literature sources *	
Construct	Sources
1 Service quality	(Noor et al., 2012),
2 Marketing communication	(Boediman 2017; Darázs and Šalgovičová 2021; Labanauskaitė, Fiore, and Stašys 2020)
3 Tourist motivation	(Leo et al. 2021; Suhartapa and Sulisty 2021)
4 Revisit intention	(Aditya et al. 2019:1; Sagala, Bahri, and Jurusan Sosiologi 2017; Suhartapa and Sulisty 2021)

*The measurement indicatore are presented in Table 2.

Revisit Intention (Y)

Studies on revisit intention have had different results from each researchers, in which one of research result study showing that Muslim-friendly facilities such as halal hotels, halal restaurants, and prayer rooms are positively related to return intention. The biggest need of Indonesia Muslim tourists is the availability of halal restaurants (Assaker and Hallak 2013; 2017; Manosuthi, Lee, and Han 2020)

The results of other studies show that tourist interest is a part of tourist behavior that encourages tourists to visit the same destination again(Suhartapa and Sulisty 2021:1). This research analysis using multiple linear regression analysis with the obtained research results are 1) Tourists' perceptions of the attractiveness of tourist destinations and tourist motivation together affect tourists' intentions to revisit; 2) tourists' perception of the attractiveness of the destination positively affects tourists' intentions to return; and 3) tourism motivation has a positive effect on tourists' interest in return visits (Suhartapa and Sulisty 2021:1)

Interest is defined as the subjective probability of an individual to do something or perform a certain behavior. Revisit interest can be interpreted as the ability of tourists to visit a destination again, and this behavior is considered as loyalty or actual action, which indicates the willingness of a person or tourist to visit the same destination again (Lu et al. 2015). Revisit intention is also defined as a very strong commitment to purchase or visit a selected product, place or service again in the future. Behavioral intentions refer to an individual's intention to perform certain behaviors in the future (Li 2014)

Service Quality

According to Zeithaml and Bitner (2006), service quality has five dimensions that service companies can adopt and use to avoid overlapping dimensions. And the five dimensions are:

1. Reliability, the ability of the company to deliver services accurately and reliably as promised.
2. A sense of responsibility, desire and ability of employees to help consumers and to respond quickly and accurately to questions, inquiries and complaints of consumers.

3. Guarantee of information security, courtesy and the ability of the company's employees to awaken the trust of consumers in the company.
4. Empathy, understanding of the consumer and action on behalf of consumers, as well as personal attention to consumers and convenient opening hours.
5. Material or physical evidence related to the physical location of the workers, the equipment and tools used, and the appearance.

The results of the Bandung Geology Museum service quality survey show that responsiveness is the lowest-scoring dimension related to service quality, and tangible dimension is the highest-scoring dimension in this study. (Noor et al. 2012:1).

Marketing Communication

Marketing communications are all the messages and media that companies deliver to communicate with the market (according to MaRS, a Canadian consulting firm) (Firdiansyah 2021). Marketing communications form can be various, such as advertising, direct marketing, branding, packaging, PR, sales, sponsorship, websites and others.

The essence of marketing communications are: 1) Communication strategy, 2) Possibility of segmentation, 3) Environmental planning: Creative and visual messages, 4) Communication costs and advertising costs. 5) Study of marketing communications (Elvinaro 2011: 27). Prisgunanto, 2008 said that marketing and communication research is known to many people, along with developments and discoveries it is known that marketing communication is multidisciplinary (Boediman 2017).

Tourist Motivation

Regarding the influence of motivation on loyalty, the results of Leo's study (2021) provide a new understanding that two motivational factors, i.e. pull and push factors, indirectly influence loyalty to attractiveness and loyalty to tourist destinations. This indirect effect is due to the increase in tourist experience and satisfaction with agritourism products. However, compared to the pull factor, the influence of the push factor is much stronger on both attractor and destination loyalty; Thus, this study once again emphasizes the importance of internal factors (the purpose of the visitor's visit) compared to external factors. (Leo G, Brien A, 2021, p. 11)

Other research concludes that the dominant motivation of tourists visiting Lake Toba tourist sites is cultural motivation because a) the interest in cultural performances, b) the need for knowledge of tourist objects such as arts, customs, dance, paintings and religion (Sagala et al. 2017:1).

Motivation can be described as the reasons for human action. Motivation is someone's motivation to act or something that is behind someone in doing certain actions. A person's motivation to travel can be viewed in terms of group motivation, type of travel motivation, and motivation magnitude. (Suhartapa and Sulistyo 2021:3)

Depending on the type of travel, motivation can be divided into two groups:

intrinsic motivation and extrinsic motivation. The intrinsic motivation is the motive to do something that already exists, so the motive does not need external motivation. While extrinsic motivation is an activity that is done because the motivation comes from outside the individual. Based on the amount of incentive, it can be divided into promotional incentive and attractive tourism incentive. (Witarsana, (2016) dalam Suhartapa & Sulistyono, 2021, p. 4)

C. RESEARCH METHODS

This study used a questionnaire as a data collection method. A survey or questionnaire is a data collection technique in which participants or respondents fill out questions or statements and return them to the researcher after they are fully completed (Sugiyono and Lestari 2021). Data collection is done by giving questions or statements to respondents. The measurement scale used in this questionnaire uses an interval scale.

In this study, the hypothesis is based on the formulation of the problem above, namely:

1. Hypothesis H1: There is an Influence of Service Quality on Tourist Motivation
2. Hypothesis H2: There is an Influence of Service Quality on Revisit Intention
3. Hypothesis H3: There is an Influence of Marketing Communication on Tourist Motivation
4. Hypothesis H4: There is an Influence of Marketing Communication on Revisit Intention
5. Hypothesis H5: There is an Influence of Tourist Motivation on Revisit Intention

The population in this study is the number of tourists visiting the Sentul Trekking in November 2022 with a total population of 1.000 to 2.000 visitors for a week. The sampling method in this study is probability sampling with online random sampling technique, with purposive and accidental sampling technique. The number of respondents in this study were 44 people.

A validity test is a means of measuring a study. Validity refers to the extent to which a test can be measured correctly and can be justified as true. The validity test method used is the product moment correlation method (Stockemer 2019a). Reliability refers to the perception that the instrument can be trusted as a data collection tool because the instrument is already good. In this study, the reliability test of the instrument was conducted with internal consistency using SPSS version 25.0 with alpha coefficient technique, i.e. measuring two or more of the same concepts simultaneously. (Stockemer 2019b).

In accordance with the hypothesis that has been formulated, in this study the data analysis used was partial least square (PLS). The term PLS specifically is the calculation of the optimal least square fit of the correlation or variance matrix. PLS is a SEM structural equation analysis.

D. RESULTS AND DISCUSSION

Data Collection

Description of respondents in this study describes the characteristics of respondents based on gender, age of respondents, education, job category, tourist origin, and the frequencies of visits by respondents to the Trekking Sentul Bogor. The following are the results of the Respondent's description of each characteristic:

Table 2.
Characteristics of respondents

Characteristics	Category	N	%
Gender	Male	17	38,6
	Female	27	61,4
Age	17 - 30 years old	19	43,2
	31 - 44 years old	4	9,1
	45 - 60 years old	21	47,7
Status	Married	25	56,8
	Un Married	19	43,2
Education	Senior High School/ sederajat	25	27,3
	Diploma/ sederajat	5	11,4
	Bachelor/ sederajat	16	36,4
	Pascasarjana/ sederajat	11	25,0
Job Category	government employees	3	6,8
	private employees	7	15,9
	entrepreneur	3	6,8
	House wife	7	15,9
	Student/university student	15	34,1
	Teacher/lecturer	4	9,1
	others	5	11,4
Tourist origin	Jabodetabek	41	93,2
	Luar Jabodetabek	3	6,8
Lama Kunjungan	24 hours	38	86,4
	>24 hours/ stay	6	13,6
Agenda	An Office activity	32	72,7
	A family activity	12	27,3
The amount of member	<10 persons	25	56,8
	11 – 30 persons	18	40,9
	>30 persons	1	2,3
Visit frequency	1 time	17	38,6
	2 times	23	52,3
	>4 times	4	9,1

Source: Researcher, 2022

By testing the quality of the instrument using SPSS version 25, it is obtained that the validity and reliability values are appropriate, where the indicators of the latent variables, both independent variables Service Quality (SQ) and Marketing Communication (KP), dependent variable Revisit Intention (MBU) and intervening variable is Tourist Motivation (MW) are valid with a calculated r value. > 0,4 and each latent variable is reliable with the provision that Cronbach's alpha value is above 0,6, as below:

Table 3.
Instrument Testing (Validity and Reliability Testing)

Variabel	No Item	Pearson Corr	Description	Cronbach's Alpha	Description
Service Quality (X ₁)	SQ_01	0,899	Valid	0,93	Reliabel
	SQ_02	0,745			
	SQ_03	0,917			
	SQ_04	0,874			
	SQ_05	0,877			
	SQ_06	0,993			
Marketing Communication (X ₂)	KP_01	0,747	Valid	0,934	Reliabel
	KP_02	0,852			
	KP_03	0,888			
	KP_04	0,887			
	KP_05	0,873			
	KP_06	0,818			
	KP_07	0,7			
	KP_08	0,903			
Tourist Motivation (Z)	MW_01	0,819	Valid	0,86	Reliabel
	MW_02	0,894			
	MW_03	0,898			
	MW_04	0,778			
Revisit Intention (Y)	MBU_01	0,01	Valid	0,934	Reliabel
	MBU_02	0,933			
	MBU_03	0,807			
	MBU_04	0,792			
	MBU_05	0,81			
	MBU_06	0,906			
	MBU_07	0,888			

Source: data proceed, 2022

PLS Model

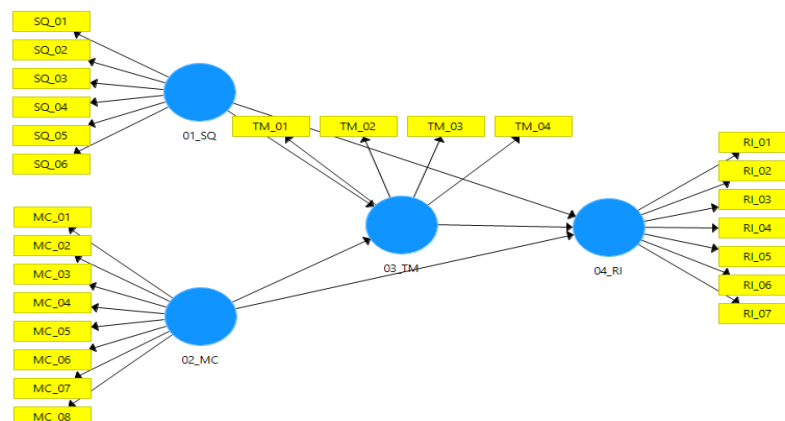


Figure 1.
PLS Model of Research

Measurements were carried out on the Outer Model, namely the measurement model, on the value of loading factor, Cronbach's alpha, composite reliability and AVE. The measurements of the Inner Model (model structure) are direct, indirect and total measurements (path coefficient and t test), the R² value and specific indirect effects are as follows:

In this study, the PLS-SEM method was used as an analytical method with two stages of analysis; outer model and inner model analysis(Hair et al. 2014). On the one hand, an outer model analysis was applied to check if the measurement indicator used is valid and reliable. In contrast, the inner model looked at the formed structural model and looked at the relationship between the variables in the model. The results of the external analysis of this research model are summarized in Table 3, where the external model is found to have excellent reliability and validity.

The Measurement Model

Table 4.
Constuct Validity and Reliability

Constructs/Items	Loading Factor	Alpha Cronbach	CR	AVE
<i>Service Quality: 01_SQ</i>				
01_ provide additional knowledge and insight	0,923	0,933	0,955	0,749
02_ give a pleasant experience	0,790			
03_ The tour guide has the knowledge of answering tourists' questions	0,918			
04_ The tour guide is reliable	0,832			
05_ Tour guides understand the needs of tourists	0,834			
06_ Overall, I am satisfied with the quality of service	0,886			
<i>Marketing Communication (02_MC)</i>				
		0,938	0,949	0,701
01_ I was interested in visiting after seeing the trekking tourism Web site	0,01	0,938	0,949	0,701
02_ Complete trekking web site information	0,826			
03_ I was interested after seeing You tube trekking tours	0,865			
04_ Complete and updated IG and FC	0,889			
05_ It's easy to get Sentul trekking tourism information on social media	0,881			
06_ Sentul waterfall trekking is often recommended as a tourist destination	0,848			
07_ Competent and expert tour guides serving tourists.	0,749			
08_ Sentul trekking tourism publications are easy to come by.	0,917			
<i>Tourist Motivation (03_TM)</i>				
		0,870	0,912	0,721
01_ Enjoy the natural countryside and the atmosphere of the waterfall	0,846	0,870	0,912	0,721
02_ Be out in the open	0,865			
03_ Relaxation/Entertainment	0,887			
04_ The Sentul trekking tourism destination is interesting	0,796			
<i>Revisit Intention (04_RI)</i>				
		0,935	0,948	0,723

01_ I'm interested in revisiting the other waterfalls	0,789
02_ I will invite friends/relatives/family to visit	0,936
03_ Recommend the waterfall trekking tour	0,805
04_ I am satisfied with the Sentul trekking tourism object	0,787
05_ I am satisfied with the tour guide service	0,811
06_ I like to tell interesting things about Sentul trekking tours.	0,912
07_ I have a pleasant and positive experience	0,897

Source: data proceed, 2022

From Table 4 above, the outer loading value in the table above is above 0,708, this indicates that the construct (latent variable) explains 50% of the indicator variance, thus providing acceptable item reliability. And these indicators show reflective indicators of the construct of each variable, namely Service quality (SQ), Marketing Communication (MC), Tourist Motivation (TM) and Revisit Intention (RI).

Cronbach's Alpha value and Composite Reliability are already above 0,60 so they are reliable, and if the Cronbach's alpha value is 0,935 for Revisit Intention, then it describes a similar pattern where respondents answered almost all of them. From the table 4 above, the AVE value for each construct is above 0,50 indicating that the construct explains at least 50% of the item variance. At least the indicators are able to explain the variance of the item and it is a reflective indicator.

Based on the construct validity and reliability of the results, it can be argued that all loading scores are above 0,5. Therefore, there are no indicators that can be removed from the research model. Discriminant validity can be assessed by the AVE score, which must be greater than 0,5. Table 3 shows that all AVE scores have acceptable values. Discriminant validity can be said to be good.

The result of VIF full collinearity testing was 2.871, suggesting that there is no common method variance problem in this study (Hair et al. 2014). Next, the proposed model was examined with a two-stage evaluation. The reliability and validity of the constructs were first assessed by testing the measurement model, which reported that the requirement for validity and reliability was met (Hair et al. 2014) As shown in Table 3, all factor loading items have values above 0,6 and are significant, all composite reliability values (CR) and Cronbach's alpha are above 0,7, and average extracted values (AVE) are above 0,5.

Due to the Fornell & Larcker criterion and the cross-loading test were not equally reliable due to lack of discriminant validity (Hair et al. 2014; Henseler, Ringle, and Sarstedt 2015), this study used the Heterotrait Monotrait Ratio to test for discriminant validity. constructions Table 3 shows that none of the values is greater than the cut-off value of 0,9, which means that all variable constructs are valid (Henseler et al. 2015).

Table 5.
Discriminant validity of variables (Fornell & Larcker criterion)

	Service Quality	Marketing Communication	Tourist Motivation	Revisit Intention
Service Quality	0,865			
Marketing Communication	0,512	0,837		
Tourist Motivation	0,462	0,598	0,849	
Revisit Intention	0,772	0,717	0,681	0,850

Source: data proceed, 2022

Table 6.
Discriminant validity of variables (HTMT)

	Service Quality	Marketing Communication	Tourist Motivation	Revisit Intention
Service Quality				
Marketing Communication	0,527			
Tourist Motivation	0,471	0,658		
Revisit Intention	0,801	0,761	0,750	

Source: data proceed, 2022

Structure Model

After testing the outer model, the next step is to test the direct effect between variables and the indirect effects shown in table 7.

Table 7.
Results Of Hypotheses Testing

Variable	Dirrect		Indirect		Total			Supported
	Path Coefficient	T _{Statistic}	Path Coefficient	T _{Statistic}	Path Coefficient	T _{Statistic}	P _{Values}	
H ₁ : 01 SQ → 03 TM	0,212	1,054			0,212	1,054	0,292	No
H ₂ : 01 SQ → 04 RI	0,548	4,114**	0,058	0,838	0,548	4,114**	0,000**	Yes
H ₃ : 02 MC → 03 TM	0,489	2,737*			0,489	2,737*	0,006*	Yes
H ₄ : 02 MC → 04 RI	0,303	3,433*	0,134	1,981*	0,437	3,433**	0,001**	Yes
H ₅ :03 TM → 04 RI	0,274	2,611*			0,274	2,611*	0,009*	Yes

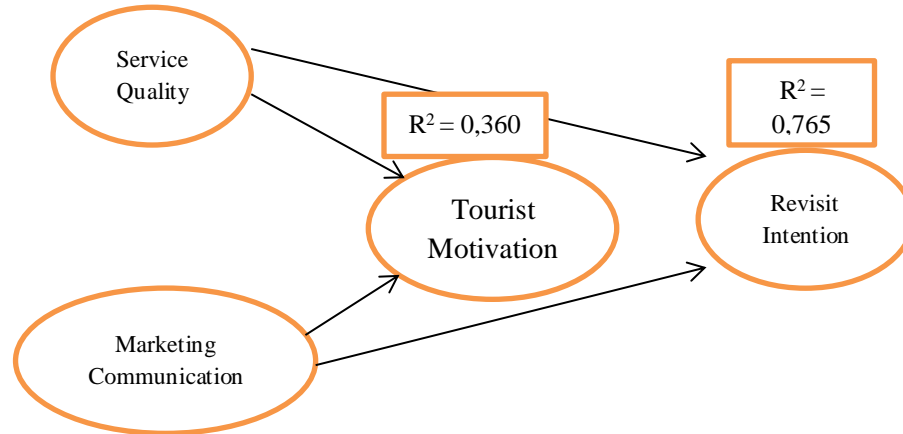
Note. SQ: Service Quality, MC: Marketing Communication, TM: Tourist Motivation, RI: Revisit Intention; Significance **0,01; *0,05

Structural Model Evaluation

Based on the results of testing the direct effect on Hypothesis 2 and Hypothesis 4, it indicates that service quality significantly influences revisit intention (0,490) and marketing communication (0,303). However, the results of hypothesis 1 indicate that service quality has no significant effect on tourist motivation (0,212). The test of hypothesis 3 shows the insignificant effect of marketing communication on tourist motivation (0,489). Meanwhile, the results of

hypothesis 5 indicate that tourist motivation has significant effect on revisit intention (0,274).

Discussion and Theoretical Implication



Note: Standardized Path Coefficient; Dotted Lines Indicate Nonsignificant Paths ($p < 0,05$); Significance **0,01, *0,05

Figure 2.
Final Model of Research

The value of R^2 shows how much variation up and down the independent variables can explain the rise and fall of the dependent variable. Based on the picture above, it is obtained that R^2 adjusted Tourist Motivation is 0,360 and R^2 adjusted Revisit Intention is 0,765, then based on the cut off value if the R^2 value is above 0,5 then it is in the substantial category which means it has a large influence or the independent variable contributes greatly to the dependent variable, so if the Service Quality variable and Marketing Communication are improved, it will contribute more to Tourist Motivation and if Service Quality, Marketing Communication is improved and Tourist Motivation increases, it will further increase the contribution to the variable of Revisit Intention. Thus the three variables, namely Service Quality, Marketing Communication and Tourist Motivation are variables that must be improved to increase Revisit Intention.

Table 8.
Specific Indirect Effects

	Path Coefficient	T Statistics	P Values
01_SQ → 03_TM → 04_RI	0,058	0,916	0,359
01_KP → 03_TM → 04_RI	0,134	2,015	0,044

Source: data proceed, 2022

From Table 8 above shows: Service quality, Tourist motivation, Revisit intention with p values $0,359 > 0,05$: it can be said that the tourist motivation variable is not an intervening variable or does not mediate the Service quality on Revisit intention or it can be said that the independent variable service quality can be effect revisit intention directly.

But for Marketing communication, Tourist motivation, Revisit intention with $p_{values} 0,044 > 0,05$, it can be said that the tourist motivation variable is an intervening variable or as mediate between service quality on revisit intention or it can be said that the independent variable marketing communication can be effect Revisit Intention through Tourist Motivation.

E. CONCLUSION

This study the correlation between service quality, marketing communication, and revisit intention, in which mediating by tourist motivation. This study leads to two important conclusions. First, this study confirms: there is not an effect of service quality on tourist motivation, there is an effect of service quality on revisit intention, there is an effect of marketing communication on tourist motivation, there is an effect of marketing communication on revisit intention and there is an effect of tourist motivation on Revisit Intention.

Second, this study reveals that tourist motivation as mediating variable overall with $p_{values} 0,359 > 0,05$ it can be stated that the tourist motivation variable does not mediate the service quality on Revisit intention (it can be said that Service quality can be effect revisit intention directly).

But for $p_{values} 0,044 > 0,05$, it can be stated that the tourist motivation variable is a mediating variable between service quality on revisit intention (it can be said that the marketing communication can be effect Revisit Intention through Tourist Motivation.

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