

Economic Analysis Affecting Tourist Demand on the Number of Visitors to the Gandoriah Pariaman Beach Tourism Object

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Submitted : September 18, 2020 Revised : November 5, 2020 Published : January 31, 2021

ABSTRACT

This study aims to determine the economic analysis that affects tourist demand on the number of visitors to tourist attractions during 2014-2019, with research at Gandoriah Beach, Pariaman City. The independent variables are motivation (x1), price (x2), tourist attraction (x3), ease of visit (x4), image (x5). The dependent variable is the number of visitors (Y). The sample in this study was 96 tourists who visited Gandoriah Beach. Data were collected using questionnaire data and primary data. Hypothesis testing using analysis, regression, t-test, F-test, and determination were processed using the SPSS 18 for windows program. The results show that partially motivation does not affect the number of visitors, the price does not affect the number of visitors, tourist attraction affects the number of visitors, ease of visit affects the number of visitors, and image affects the number of visitors. Simultaneously the independent variable has a significant effect on the dependent variable with an F value of 38.086 with a probability of $0.000 < 0.05$. The joint contribution was 66.1%.

Keywords: *Motivation, Price, Tourist Attraction, Ease of Visit, Image, Number of Visitors*

INTRODUCTION

Tourism in this era can be said to be a basic need for upper-class people and a tertiary need for middle and lower-class people. Tourism is one of the factors that affect the economy of an area, advanced or high tourist visits to an area will increase the economic growth of an area, especially the economy moving in the countryside (Nasfi, 2020). This must be supported by offering a variety of tourist attractions (D'ITW) in a region. Cultural diversity and natural wealth that stretches from Sabang to Merauke are the tourism potential of the Indonesian state that can attract tourists and support tourism activities in Indonesia (Revida et al., 2020), thereby and increasing national economic growth, especially West Sumatra, which will later increase demand for liquidity sources or demand for credit in banks (Antoni, Aimon, H, Nasfi, et al., 2019).

West Sumatra has a tourist attraction and is one of the leading destinations in Indonesia. Various natural beauties are scattered throughout Kota Regencies throughout the province of West Sumatra, one of which is Pariaman City which has a very beautiful row of beaches and attracts tourists to visit (PUTRA, 2018).

Of the several beaches in Pariaman City, Gandoriah Beach is the most famous beach among visiting tourists. Sea panorama is one of the main advantages of this beach. Off the coast, there is at least a cluster of 6 small islands that look like decorating the horizon. The six islands are Kasiak Island, Angso Island, Tangah Island, Ujung Island, Gosong Island, and Bando Island (Fitri, 2016).

Besides being able to be enjoyed as part of the panoramic sea view, most of the islands can be visited with a travel time of about 20 minutes. Besides enjoying the beauty of the panorama, this beach also offers a variety of marine recreational activities that can be an option while on vacation. Among them, swimming, surfing, and various other types of beach sports. The advantages of Gandorih Beach are also supported by its strategic access. Its position in the city center makes access to public transportation such as public transportation and intercity buses smooth and easy to reach. Besides, there is a train line that directly connects this beach with Padang City. The station's position is right in front of the gate (Fitri, 2016).

Based on a report obtained from the Pariaman City Tourism Office, the intensity of tourist visits to Gandorih beach is relatively high, especially at cultural events such as the Tabuik festival. Every year, this beach is the location for holding the peak event of the tabuik tradition, which is the time to dump the tabuik into the sea (Muhammad, 2018). Tabuik cultural tourism which is held annually also contributes to an increase in tourist visits to Pariaman. This is evidenced by the increase in tourist visits over the past five years. For more details, see the following table:

Table 1
Development of Tourist Visits to Kota Pariaman in 2014 - 2019

No.	Year	Origin of tourists			
		Domestic	%	Abroad	%
1	2014	640,184	-	79	-
2	2015	705,200	10,16	81	2,53
3	2016	750,200	6,3812	121	49.38
4	2017	791,624	5,5217	34	-71.90
5	2018	1,233,668	55.84	73	114.71
6	2019 *	2,674,523	116.79	1,146	1469.86

2019 *; *Temporary data*

Based on table 1 above, it can be seen that every year the number of domestic tourists continues to increase. A very sharp increase was seen in 2015, where the number of domestic tourist visits exceeded 2 million visitors while the number of tourist visits exceeded a thousand visitors. This phenomenon shows that Gandorih Pariaman Beach can become a magnet for Kota Pariaman in attracting tourists to visit and this is of course inseparable from the various factors that influence it.

According to (Fitri, 2016) several factors can influence tourism demand, including the first general factors, which consist of purchasing ability, population growth, socio-culture, motivation, incentives from the second party. Second, the special demand factor, which consists of price, targeted tourist attractions, ease of access to tourist locations, information or services before the visit and the image of these tourist attractions in the eyes of the public, but road access and congestion levels also affect tourists as well, and later will also affect the economy of the community in the area (Nasfi, N, Lutfi & Prawira, 2020).

The existence of a significant increase in the growth of tourist visits to Gandorih Beach certainly cannot be separated from the considerations of the tourism demand factors mentioned above. Responding to these problems, it is necessary to study what factors affect tourist visits to Gandorih Beach, Pariaman City

Based on the background of the problem above, this study tries to identify and analyze the factors that influence the interest of visiting tourists, therefore the title of the research is "Economic Analysis That Affects Tourism Demand on Visitors to the Tourism Object of Gondorih Pariaman Beach."

The objectives of the research conducted by researchers are: (1) to determine the influence of motivation on the number of visitors to the tourist attraction Gandorih Beach, Pariaman City; (2) to determine the effect of price on the number of visitors to the tourist attraction Gandorih Beach, Pariaman City; (3) to determine the effect of a tourist attraction on the number of visitors to the tourist attraction Gandorih Beach, Pariaman City; (4) to find out the effect of ease of visit on the number of visitors to the tourist attraction Gandorih Beach, Pariaman City; (5) to determine the effect of image on the number of visitors to the tourist attraction Gandorih Beach, Pariaman City; and (6) to determine the effect of motivation, price, tourist attraction, ease of visit, and image simultaneously on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City.

METHODS

This research was conducted at Gandorih Pariaman Beach. The reason for choosing the place of this research is because Gandorih Beach is one of the most popular beaches for tourists to visit Kota Pariaman. The number of visitors has increased significantly in the last 6 years (2014-2019).

This sampling does not provide equal opportunities or opportunities for every element or member of the population to be selected as samples. This sample selection was carried out on the people who visited Gandorih Beach. Guidelines used in determining the sample if the population is large and the number is unknown, the following formula is used (Sugiyono, 2011),

$$n = \frac{z^2 \cdot (\text{Moe})^2}{4}$$

Where :

Z = level of consumer confidence required in determining the sample.

Moe = Margin of error or maximum tolerable error.

n = Size of sample

The level of confidence used in this study was 95% or $z = 1.96$ (normal distribution table) and then $(\text{Moe})^2 = 0.1$. The sample sizes in this study are as follows:

$$n = \frac{(1.96)^2 \cdot 0.1}{4}$$

$$n = \frac{0.38416}{4}$$

$$n = 96.04$$

So the sample size in this study was 96 people taken by accidental sampling technique. Namely, a sample was obtained by chance at the time of the study.

After performing the classical assumption test, then analyzing it with the multiple linear regression method because the independent variable consists of several variables. Based on the relationship between two variables expressed by linear equations, it can be used to make predictions (predictions) about the amount of Y value (dependent variable) based on a certain X value (independent variable). The prediction (prediction) will be better if we do not only pay attention to one variable that affects (independent variable) so that we use multiple linear

regression analysis (Djarwanto, 2010). The form of the multiple linear regression equation used can be formulated (Gujarati & Porter, 2010).

$$\text{Equation: } Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$$

Information:

- Y : Number of visitors
- β_0 : Constants
- β_1, β_2 : Regression Coefficient
- X1 : Variable motivation
- X2 : Variable Price
- X3 : Variable tourist attraction
- X4 : Variable ease of visit
- X5 : Variable imagery
- e : Standard error

RESULTS AND DISCUSSION

Multiple linear regression analysis is a linear relationship between two or more independent variables (X1, X2,... .Xn) and the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable has increased or decreased. The results of multiple regression tests can be seen in the following table:

Table 2
Coefficients Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.027	2,907		-.009	.993
motivation	.028	.075	.023	.376	.708
price	-.003	.059	-.003	-.054	.957
tourist attraction	.539	.054	.656	9,910	.000
ease of visit	.199	.063	.209	3,155	.002
imagery	.235	.087	.183	2,688	.009

a. Dependent Variable: Number of visitors

Source: Primary data processing results, 2017 (*attachment 6*)

From the table above, it can be assumed that the equation obtained is as follows:

$$Y_0 = 0.027 + 0.028 (X_1) + -0.003 (X_2) + 0.539 (X_2) + 0.199 (X_2) + 0.235 (X_2)$$

The regression equation above shows a constant of 0.027, meaning that if motivation, price, tourist attraction, ease of visit, and image do not exist or the value is 0, then the number of visitors is 0.027. The model shows that each increase of one score for the motivation variable will be followed by an increase in the number of visitors of 0.028, every increase of one score for the price variable will be followed by an increase in the number of visitors of -0.003, each increase of one score for the tourist attraction variable will be followed an increase in the number of visitors of 0.539, each increase of one score for the ease of visit variable will be followed by an increase in

the number of visitors of 0.199, each increase of one score for the image variable will be followed by an increase in the number of visitors by 0,

Data analysis for testing this hypothesis in this study using multiple linear regression with independent variables of motivation and price, and shopping decisions as to the dependent variable. In this analysis, it is tested partially and simultaneously.

Table 3
Factors Affecting the Number of Visitors
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.027	2,907		-.009	.993
motivation	.028	.075	.023	.376	.708
Price	-.003	.059	-.003	-.054	.957
tourist attraction	.539	.054	.656	9,910	.000
ease of visit	.199	.063	.209	3,155	.002
imagery	.235	.087	.183	2,688	.009

a. Dependent Variable: Number of visitors

Based on the results of the partial test using the t-test, it was found that the t-value for the motivation variable (X1) was 0.376 with a probability of $0.708 > 0.05$, which means that there was no influence of motivation on the number of visitors. T-value for the price variable (X2) is -0.054 with a probability of $0.957 > 0.05$, which means that there is no effect of price on the number of visitors. T-value for tourist attraction variable (X3) is 9,910 with a probability of $0,000 < 0.05$, which means that there is an effect of a tourist attraction on the number of visitors. T-value for the ease of visit variable (X4) is 3.155 with a probability of $0.002 < 0.05$, which means that there is an effect of ease of visit on the number of visitors. T-value for the image variable (X5) is 2.688 with a probability of $0.009 < 0.05$, which means that there is an effect of image on the number of visitors.

Hypothesis testing which states that there is an effect of motivation, price, tourist attraction, ease of visit, and image on the number of visitors at Gandorih Pariaman Beach using the Simultaneous test, namely the F test, as shown in the following table:

Further results can be seen in the following table

Table 4
F Test Results
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	226,291	5	45,258	38,086	.000a
Residual	106,949	90	1,188		
Total	333,240	95			

a. Predictors: (Constant), image, motivation, price, tourist attraction, ease of visit

b. Dependent Variable: Number of visitors

Source: Primary data processing results, 2017

Based on the results of the F test, it is obtained F-value of 38.086 with a probability of 0.000 <0.05, which means that Ho states that there is an effect of motivation, price, tourist attraction, ease of visit, and image simultaneously on the number of visitors at Gandorih Pariaman Beach.

The amount of contribution of each independent variable (motivation, price, tourist attraction, ease of visit, and image) to the number of visitors can be seen from the coefficient of partial determination and coefficient of determination simultaneously or R-square. The results of data analysis in the following table show the contribution of each independent variable as follows.

Table 5
Determination Results
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824a	.679	.661	1,090

a. Predictors: (Constant), image, motivation, price, tourist attraction, ease of visit

b. Dependent Variable: Number of visitors

Source: Primary data processing results, 2017

The contribution of motivation, price, tourist attraction, ease of visit, and image to the number of visitors was 0.661. This means that 61.1% of the number of visitors is influenced by motivation, price, tourist attraction, ease of visit, and image, while the remaining 39.9% The number of visitors is influenced by other variables not examined in this study.

The influence of motivation on the number of visitors to tourist attractions and the economy of Kota Pariaman.

Based on the research results indicate that motivation variable (X1) of 0.376 with a probability of 0.708 > 0.05, which means there is no influence of motivation on the number of visitors, each increase of one score for the motivation variable will be followed by an increase in the number of visitors of 0.028.

Based on the results of multiple linear regression analysis, it shows that the motivation variable does not have a significant effect on the number of visitors. The results of this study are not corroborated by previous research conducted by (Agustin, 2014) where motivation influences tourist demand in Cingkuak Island, Pesisir Selatan Regency.

This condition illustrates that tourists who come to visit Gandorih Beach consider other variables such as ease of visit, image, and ease of access. In terms of motivation for travel, it is not motivated by the existence of kinship with families in the Pariaman area. So that visits made by tourists are more on their decision due to easy access to this location and also the image of the Pariaman area in their eyes. Following the theory which states that the motivation for traveling on a tour is closely related to the social and cultural conditions of the community. The close kinship of the community and frequent visits to each other means that trips will be made frequently and of course will increase travel demand.

A person's travel motivation is influenced by internal factors of the tourists themselves and external factors. Intrinsically, motivation is formed because of the needs and/or desires of humans themselves, according to Maslow's hierarchy of needs theory. These needs start from physiological needs, security needs, social needs, prestige needs, and self-actualization needs (Nasfi, Rahmad, 2020), so that there is an economic increase due to the motivational effect of traveling and moving the wheels of the economy in Kota Pariaman, West Sumatra and Indonesia (Antoni, Nasfi, 2020)

The effect of price on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City

Based on the research results indicate that the price variable (X2) is -0.054 with a probability of $0.957 > 0.05$, which means there is no effect of price on the number of visitors, every one score increase for the price variable will be followed by an increase in the number of visitors by -0,003. Based on the results of multiple linear regression analysis, it shows that this variable does not have a significant effect on the number of visitors. This condition illustrates that tourists who come to visit Gandorih Beach consider variable more another el. So in this case the price is not a major consideration for them.

Price is an amount of money or services or goods that buyers exchange for various products or services provided by the seller (Handhoko, 2017), according to (Monroe, 2010) states that price is an economic sacrifice made by customers to obtain a product or service. Besides, price is an important factor for consumers in deciding to make a transaction or not.

The results of this study are different from the research conducted by (Tazkia & Hayati, 2012). In his research, it was found that price is a factor affecting tourist visits in Wonosobo. In most service industries, price is usually the second problem because the most important thing is the quality that must be adjusted to the needs and wants according to the desired time. In tourism, it is common to practice price differences in general as a strategy in marketing. So according to the researcher's analysis, the considerations of tourists to visit Pariaman no longer pay attention to the issue of price, but rather their views on other factors, in this case, it could be from convenience to location, the attractiveness of various tourist objects in Pariaman that they do not find elsewhere before.

The influence of tourist attraction on the number of visitors to the Gandorih Beach tourist attraction in Pariaman City.

Based on the research results indicate that the tourist attraction variable (X3) is 9,910 with a probability of $0,000 < 0.05$, which means that there is an effect of tourist attraction on the number of visitors, every one increase in score for the tourist attraction variable will be followed by an increase in the number of visitors by 0,539

The results of this study are in line with research conducted by (Yulianto, 2017) where the tourist attraction of Prambanan Temple is a factor that influences tourists to Prambanan Temple. The decision to travel is more related to the choice of a tourist destination. This selection is determined by the attractions in the area to be visited. A tourist attraction is another word for tourism object, but according to the Indonesian government regulation in 2009, the word tourism object is no longer relevant to mention a tourist destination, so the word "tourist attraction" is used.

The attraction of Gandorih Beach, which has beautiful beaches and islands that are easily accessible, is the choice of tourists to visit this location. The attraction that is owned is not only the beach but from the culinary factor, Pariaman also has a variety of delicious and appetizing traditional foods, such as sala rice which is typical of Pariaman, or light foods such as ladu, melinjo chips and so on.

The effect of ease of visit on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City.

Based on the research results show that the ease of visiting variable (X4) is 3.155 with a probability of $0.002 < 0.05$, which means there is an effect of ease of visiting on the number of visitors, every one score increase for the ease of visit variable will be followed by an increase in the number of visitors by 0,199.

Access to tourist destinations to be visited greatly influences the choice of tourists, tourists want the availability of various types of transportation that can be used at varying prices. Because transportation costs will affect the overall cost of travel. The availability of adequate infrastructure will be an option such as a comfortable and clean airport, roads that are not potholed to tourist objects, the availability of electricity, and clean water.

Under the research conducted by (Setya Wijaya, 2015) where the factor of easy access to the distance to tourist objects in the Mojokerto Regency is one of the factors that influence tourist visits to tourist attractions in Mojokerto Regency.

Tourism activities depend a lot on transportation and communication due to the distance and time factors which greatly affect a person's desire to travel. The most important element in access is transportation, that is, the frequency of its use, the speed at which it can make the distance seem to be close.

There is no need to doubt the various easy accesses to the location of Gandorih Beach. To reach this location, it can be reached by a train line which immediately stops a few meters on the beach. Apart from that, the convenience of public transportation, such as angkot, ojek, is also very easy to reach. Tourists only need to walk a few meters to be able to access public transportation from the beach. Besides, the beach area that has been provided for ample and sufficient parking also supports the attraction of private vehicles to come directly to the location.

The influence of image on the number of visitors to the tourist attraction of Gandorih Beach, Pariaman City.

Based on the research results show that image variable (X5) of 2.688 with a probability of $0.009 < 0.05$, which means there is an effect of image on the number of visitors, every one increase in score for the image variable will be followed by an increase in the number of visitors of 0.235. Tourists have their impressions and dreams about the tourist destination to be visited. The image of a tourist destination will influence the demand for tourism in that area. Tourists use the image of a tourist destination as a tool for evaluation (Jecielta, 2018). Of course, the image that tourists have in mind is not always in harmony with the real conditions of the destination itself. So, the destination image has the potential to influence.

Malhotra (Putri et al., 2015) defines image as tourists' perceptions of the company and its products. In a simpler sense, expressing an image is a picture of the overall impression made in the mind of a person or traveler in fulfilling their wants or needs (Ramadonna et al., 2019).

The results of this study are also the same as the research (Jecielta, 2018) Regarding the factors that influence tourist visits to Prambanan Temple, it is found that the image partially affects tourist visits. The tourism image of Gandorih Pariaman Beach in the eyes of tourists is still good. Where is evident from the various events held by the local government to attract tourists, it is always crowded with tourists, both from within the region and outside the region, even tourists from abroad also show an increasing number of visits.

CONCLUSION

There is no motivational influence on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City, it is shown from the results of the partial test by obtaining a t-value of 0.376 with a probability of $0.708 > 0.05$.

There is no effect of price on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City, it is shown from the results of the partial test by obtaining a t-value of -0.054 with a probability of $0.957 > 0.05$.

There is an effect of a tourist attraction on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City, it is shown from the results of the partial test by obtaining a t-value of 9.910 with a probability of $0.000 < 0.05$.

There is an effect of ease of visit on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City, it is shown from the results of the partial test by obtaining the t-value of 3.155 with a probability of $0.002 < 0.05$.

There is an effect of image on the number of visitors to the tourist attraction of Gandorih Beach in Pariaman City, it is shown from the results of the partial test by obtaining a t-value of 2.688 with a probability of $0.009 < 0.05$.

There is an influence of motivation, price, tourist attractiveness, ease of visit, and image on visitors to the tourist attraction of Gandorih Beach in Pariaman City, with a probability of $0.000 < 0.05$.

Attraction, daya motivation, and road facilities and convenience affect the level of tourist visits and affect the local economy. This research still has many shortcomings, especially it has not been deeply related to the economic field.

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