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Influence Tourism Motives, the Tourism Component of the Interest of Foreign Tourists
Visiting the Beach in Indonesia, (2014)

RR Dyah Eko Setyowati, Sri Kartika Sari Antariksa Stie Bisnis Indonesia
dyahantariksa@gmail.com

Abstract: This study discusses the factors that attract foreign visitors to visit the beaches in Indonesia. Factors that affect the tourism in Indonesia. There are many reasons why they want to come to Indonesia, namely internal factors and external factors. Indonesia has many islands that can be visited. But people usually do tourism in Indonesia, on the island because we all know that Bali has a lot of very beautiful island. Actually Indonesia not only has the island of Bali. There are 5 biggest islands in Indonesia, such as Sumatra, Java, Kalimantan, Sulawesi, Papua. This study only discusses the factors in eastern Indonesia such as Sulawesi, Nusa Tenggara, and Maluku Island. From the statistical data Number of foreign tourists coming to Indonesia in July 2014 as many as 777 210 people. The survey was distributed in July 2014 with 500 respondents for tourism motives, but who has visited all the beaches of eastern Indonesia as many as 40 people so this sample to 40 respondents for tourism component. And the population in this study are the tourists who have visited the coast to the tourist attractions in East Indonesia. The questionnaire was filled in by foreign tourists. Methods of data processing wears multiple linear regression. Factors studied were the motives of tourism and tourism components. Four motifs that attract visitors to visit four places, (1) Physical motivators (2) Cultural motivators, (3) Interpersonal motivators, (4) The status and prestige motivators. Components that affect the tourism went to visit for a tour of the place is (1) Sightseeing and activities, (2) accommodation, (3) facilities and other tourist services, (4) transportation, (5) other infrastructure, (6) institutional elements. The results

of the study did not affect the tourism motives of foreign tourists who tour the coast of Indonesia. Factors that attract foreign tourists go to the beach resort is a component of the tourism plan. Components such as a tourist attraction and activities, accommodation, other tourist facilities and services, transportation, other infrastructure, institutional elements. The government should develop these components so that foreign tourists can enjoy the beach resort in Indonesia.

Keywords: tourism motives, tourism component, interest of foreign tourists

1. Introduction

Indonesia is the largest archipelago in the world that has 17,508 islands. Indonesia between 6 degrees north latitude and 11 degrees south latitude, and from 97 degrees to 141 degrees east longitude and is located between two continents, Asia and Australia / Oceania. This strategic location has a profound effect on the development of cultural, social, political, and economic. Scattered throughout Indonesia 3977 miles between the Indian Ocean and the Pacific Ocean. When the waters between the islands be connected, Indonesia to 1.9 million square miles. Five major islands in Indonesia are: Sumatera with an area of 473,606 square km, Java with an area of 132.107 square km, Kalimantan (the third largest island in the world) with an area of 539,460 square km, Sulawesi with 189.216 square km, and Papua with an area of 421,981 square kilometers. (<http://www.indo-journey.com/all-about-indonesia.php>)

Indonesia has a tropical climate, and archipelagic geography, support the world's second highest level of biodiversity (after Brazil), and its flora and fauna is a mixture of Asian and Australasian species. Once linked to the Asian mainland, the islands of the Sunda Shelf (Sumatra, Java, Borneo, and Bali) have a wealth of Asian fauna. Large species such as the tiger, rhinoceros, orangutan, elephant, and leopard, were once abundant as far east as

Bali, but numbers and distribution have dwindled drastically. Forests cover approximately 60% of the country. In Sumatra and Kalimantan, these are predominantly of Asian species. However, forests are smaller, and more densely populated Java, have largely been removed for human habitation and agriculture. Sulawesi, Nusa Tenggara, and Maluku-that have long separated from the continental mainland-have developed their own unique plants and animals. Papua is home to a unique fauna and flora closely related to that of Australia, including over 600 bird species. In Indonesia, there are so many beautiful places and upward, including the beach. Korem beach Papua, Pantai Kasih(Aceh), Bunaken (Sulawesi), Raja Ampat

(Papua), Tarakan beach (Kalimantan), Derawan beach (Kalimantan). The beach is clean and suitable to be a place of tourism. This study discusses the factors that attract visitors to visit the beach in Indonesia. Factors that affect it there are 4 According motivator motivators that attract visitors to visit the beach, (1) Physical motivators (2) Cultural motivators, (3) Interpersonal motivators, (4) The status and prestige motivators.

2. Literatur Review

Factors of Tourism Visit to Indonesia:

Indonesia is a country rich island. Not only Java, Bali, North Sulawesi, also visited by many people. But behind it, of course there are some motifs and components that support for a sightseeing trip to Indonesia. The visitors had several reasons for tourism, and is divided into two classifications, according to the motive and tourism components. Four motifs that attract visitors to visit four places, (1) Physical motivators (2) Cultural motivators, (3) Interpersonal motivators, (4) The status and prestige motivators. And according to the components that affect the tourism went to visit for a tour of the place is (1) Sightseeing and activities, (2) accommodation,

(3) facilities and other tourist services, (4) transportation, (5) other infrastructure, (6) the element institutional. According to McIntosh and Goeldner (1990), there are four interesting motif of foreign visitors to visit a tour of the place.

1. Physical motivator. ; This relates to the need for a break, participation in sports, casual entertainment and other motivations related to health. Common to all physical motivator is the reduction of tension and the refreshment of body and mind are connected with physical activity.

2. Culture motivator; This motif tourists do not pay more attention to the pattern of attraction. This is evident from the pattern of the tourists who come for a tour of the place prefer to learn, just to know, or know about other countries, food, their music, art, history, ethics, religion, and so on.

3. Interpersonal motivators; There are several motives that make visitors to get out of the place they live. One of them is the interpersonal motives. This includes visiting friends and relatives, the desire to meet new people and create new friendships, and escape from the everyday social environment.

4. Status and prestige motivators; ego-enhancement and the desire for recognition, appreciation attention, and personal improvement. The trip may be related to education or learning, pursue a hobby, or business and conference tourism. (<http://books.google.co.id>)

According to Inskip (1991: 38), in the range of published literature of various components of the tour. However, there are some components that tour and they have always been a major component of the tour. Components that interact with each other and can affect the number of tourists to tourist attractions, is :

1.

Sights and activities. Tourism activities that can be referred all matters relating to the natural environment, a culture, a unique area and other activities related to tourism activities that attract tourists to visit attractions.

2. Accommodation. Accommodation of various types of hotels, gas stations, restaurants, banks and other facilities associated with the service to the tourists who intend to do an overnight trip where they do.

3. Facilities and other tourist services. Tourism facilities and services are all necessary facilities in the field

of tourism planning. Facilities include a tour and travel operations (also called the reception). Facilities such as shops selling handicrafts, souvenirs, specialty shops, snack shops, banks, exchange facilities and other financial services, tourist information office, personal services such as beauty salons, health care facilities, public safety facilities (including police and fire departments), and tourist facilities for incoming and outgoing calls (such as immigration and customs).

4. Transportation; Including transport and access to the area of tourism, transport, internal linking main area tourist attractions and areas of development, including all kinds of facilities and services related to transportation, water, air and soil.

5.

Other infrastructure; Infrastructure is the provision of clean water, electricity, drainage, sewerage, telecommunications (such as telephone, telegraph, telex, facsimile, and radio).

6. Institutional elements; Strengthening the institutions needed to build and manage tourism activities, including workforce planning and education and training; preparing marketing strategies and promotional programs; structuring of public sector and private sector tourism organizations, rules and

regulations related to tourism; determining capital policy for public and private sector; cultural control

program of economic, environmental, and social

(<http://www.ignou.ac.in/edusat/MTM/mtm11.htm>)

Indonesia Geography: Indonesia is the 16th country in the world, based on the area of land at 1,919,440 square kilometers (741 050 sq mi). Indonesia consists of 17,508 islands, about 6,000 of which are inhabited.

It is spread on both sides of the equator. The five largest islands are Java, Sumatra, Kalimantan (the Indonesian part of Borneo), Papua island (shared with Papua New Guinea), and Sulawesi. Indonesian land borders with Malaysia on Borneo island and Sebatik, Papua New Guinea on the island of New Guinea, and

East Timor on the island of Timor. Indonesia also shares borders with Singapore, Malaysia, and the Philippines to the north and Australia to the south across narrow straits of water. The capital, Jakarta, is on

Java and is the nation's largest city, followed by Surabaya, Bandung, Medan, and Semarang. Indonesia Location on the edge of the Pacific, Eurasian, and Australian tectonic plates makes the site of numerous volcanoes and frequent earthquakes. Indonesia has at least 150 active volcanoes, including Krakatoa and Tambora, both famous for their devastating eruptions in the 19th century. The eruption of the Toba supervolcano, approximately 70,000 years ago, is one of the largest eruptions ever, and a global catastrophe.

Recent disasters due to seismic activity include the 2004 tsunami that killed an estimated 167,736 in northern Sumatra, and the Yogyakarta earthquake in 2006. However,

3 volcanic ash is a major contributor to the high agricultural fertility that has historically sustained the high population densities of Java and Bali.

(Component Plan Of Tourism) (<http://data.iucn.org/dbtw-wpd/html/Tourism/section7f45.html>)

The Services Marketing Mix: In order to increase tourist arrivals to Indonesia beach, necessary steps marketing mix policy, The seven elements of the marketing mix of the above can be described as follows, (Bennett, 1997; 151-156):

Product (Product); the physical goods, services or a combination of both, which is offered

to the target market. The product is the first element of the marketing mix that we need to know, in order to prepare the next marketing mix appropriate to the type of the product.

Prices / rates (Price) is the amount of money that must be spent to obtain the customer's enterprise products. In considering the price of the product to be aware of the level of demand, the estimated cost of production, the price of competitor products, the situation and conditions of the competition and target market, Groth (Journal of Management Decision, 1995)

Place (Place); the planning and execution of product distribution program through the appropriate service location, so that the products are in the right place, at the right time with the right amount in accordance with the needs and desires of consumers. For industrial products manufacturing place is defined as a channel of distribution (zero-channel, two-level channels, and multilevel channels) while the product is defined as a service industry place where services / location services used in supplying services to the target customers is a key decision. Decisions regarding the location of the service to be used involves consideration of how the delivery of services to customers and where it will take place.

Promotion (Promotion); a combination of variables advertising, face to face sales, sales promotion, and publicity of the company in an effort to communicate your product to customers (consumers), so that the customers (consumers) are motivated / encouraged to make a purchase

People (People); are the people who are directly involved in running the activities of the company, and is a factor that plays an important role for all organizations. In a service company is not the only element of people play an important role in the production or operations, but also in having direct contact with the consumer behavior is the people who are directly involved is very important in influencing the quality of services offered and corporate image services concerned

Physical Facilities (Physical Evidence); is a matter that significantly influences the consumer decision to purchase and use the product and services offered. The elements

that are included in other evidenceantara

physical physical environment, in this case the physical building, furniture / appliances, fixtures, logos, colors and other items held together by given as ticket service, cover, label, and so forth. In addition, the atmosphere

of the companies that support such as visual, scent, sound, layout, etc.

Process (Process); have a sense of the company's efforts in implementing and carrying out activities to meet the needs and desires of consumers. For service companies, the cooperation between marketing and operational elements are very important in this process, especially in serving all the needs and desires of customers (consumers) quickly and accurately.

Culture of Indonesia: Indonesia has about ¹ 300 ethnic groups, each with cultural differences developed over centuries, and influenced by Indian, Arabic sources, Chinese, Malay, and European. Traditional Javanese and Balinese dances, for example, contain aspects of Hindu culture and mythology, as do wayang kulit (shadow

puppet) performances. Textiles such as batik, ikat and songket are created across Indonesia in styles that vary by region. The most dominant influences on Indonesian architecture have traditionally been Indian; However, Chinese, Arab, and European architectural influences have been significant.

Research Framework

Physical Motivator (X1)

Cultural Motivators (X2)

Interpersonal Motivator (X3)

the interest of foreign tourists visiting the beach in Indonesia (Y)

3. Methodology

Research Design: The research is a quantitative study using an explanatory design to prove the hypothesis. The analysis model is a simple linear regression model. Tourists wear to components of qualitative research data is obtained from direct interviews with respondents at the time of filling the questionnaire.

Population and Sample: The population in this study were tourists visiting the tourist attractions in Indonesia during July 2014, the amount of study population 777 210 people, For the study, the study sample size was 500 people (Sekaran, 2003). Respondents are the tourists who already knew and had visited the beach the beach in Indonesia, so that respondents understand about the condition of coastal tourism in Indonesia. This research attempts to analyze and to determine what factors are attracting foreign tourists to visit the beaches in Indonesia.

Sampling Design: Sampling design will be used by researchers is probability sampling. The elements in the population have some known chance probability of being selected as sample subjects. Probability sampling design is used when the representativeness of the sample is important for broader generalization purposes. The probability is based on the

concept of random selection - a controlled procedure that assures that each element of the population given a known non-zero chance of selection (William E, 1985). In this study, researchers used simple random sampling to distribute the questionnaire and collect data. In confined or better known as simple random sampling, every element in the population has a known and equal chance of being selected as a subject. Thus, the authors randomly chose 500 visitors who visited Indonesia. Multiple regression analysis is used by researchers to describe the effect of two or more independent variables on the dependent variable. Multiple regression analysis is mathematically formulated as: $Y = a + b_1x_1 + b_2x_2 + e$ (Cooper and Schindler, 2006, p. 617)

4. Analysis and Interpretation

Test questionnaire through reliability testing of each of the variables used in this study by using the method Gronbach Alpha method. This method is used to look at the consistency of each instrument used in each study variable as outlined in the form of the questions in the questionnaire. Terms reliability testing with this method is that if proven or known that the Grondbach (Alpha) of each variable is greater than the critical value (r) product moment, then the variable is considered to be sufficient to say "reliable". Conversely, if the value Grondbach (Alpha) of each variable is less than the critical value (r), then the variable is said to be considered "unreliable" (Santoso, 2001: 316) Grobach of Reliability test results.

Reliability Statistics

Cronbach's

Alpha

N of Items

.743

3

X1 (Physical Motivator) grondbach Alpha value = 0.743 > 0.6 means Reliable

Reliability Statistics

Cronbach's

Alpha

N of Items

.755

3

X2=Interpersonal motivators (Cultural Motive) grondbach Alpha value = 0.755 > 0.6 means that reliable

Reliability Statistics

Cronbach's

Alpha

N of Items

.735

3

X3= Interpersonal Motivators (Cultural Motive) grondbach Alpha value = 0,621 > 0,6 means that reliable.

Reliability Statistics

Cronbach's

Alpha

N of Items

.708

3

X4= Interpersonal Motivators (Cultural Motive) Cronbach Alpha value = 0,708 > 0,6

means that reliable

Reliability Statistics

Cronbach's

Alpha

N of Items

.657

3

Y= Interpersonal Motivators (Cultural Motive) Cronbach Alpha value = 0,621 > 0,6 means

that reliable

Data Analysis: Further testing will be done with the research data sequential steps as follows

Table 1

Model Summary^b

Model

R

R Square

Adjusted

R Square

Std. Error of the Estimate

Durbin- Watson

1

.649a

.421

.417

1.83772

1.922

a. Predictors: (Constant), The_Status_and_Prestige_Motivators, Cultural_Motivator, Physical_Motivator, Interpersonal_Motivator

b. Dependent Variable: Interest_of_Foreign_Tourists_Visiting_The_Beach_In_Indonesia

From the SPSS calculations, show that the value of R Square is 0.421. This suggests that a person's decision to make the trip can be explained using existing independent variables.

The residue, amounting to 57.9% (from

100 to 42.1%) can be explained by factors beyond investigated. In other words, the

influence of the independent variables the interest of foreign tourists visiting the beach in

Indonesia amounted to 42.1% person.

Table 2

Coefficientsa

Model

Unstandardized

Coefficients

Standardized

Coefficients

t

Sig.

Collinearity Statistics

B

Std. Error

Beta

Tolerance

VIF

1 (Constant) Physical_Motivator Cultural_Motivator Interpersonal_Motivator

The_Status_and_

Prestige_Motivators

4.965

.461

.426

.499

.421

2.642

.049

.048

.051

.051

.323

.308

.335

.286

1.879

9.404

8.922

9.690

8.324

.061

.000

.000

.000

.000

.990

.981

.979

.991

1.010

1.020

1.021

1.009

a. Dependent Variable: Interest_of_Foreign_Tourists_Visiting_The_Beach_In_Indonesia

$$5 \quad Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

$$Y = 4.965 + 0,461 x_1 + 0,462 x_2 + 0,499x_3 + 0,421 x_4 + e$$

Where: X1 = Physical Motivator, X2= Cultural Motive, X3= Interpersonal Motivators , X4=

The status and

Prestige Motivator, Y=the interest of foreign tourists visiting the beach in Indonesia (Y). e =

error

Constants for 4,965 has a meaning, if there is no additional independent variable, then the number of predictions for variable Y will be 3.877. While the regression coefficient for X1 in the amount of 0,461, means that every additional 1 times the value of physical motivator, then the variable Y will be increase by 0,461. X2 regression coefficient for 0.462, means that every additional 1 times the value of cultural motive, then the variable Y would increase by 0.462. X3 regression coefficient for 0.499, means that every additional 1 times the value of interpersonal motivator, then the variable Y would increase by 0.499. X4 regression coefficient for 0.421, means that every additional 1 times the value of the status and prestige motivator, then the variable Y would increase by 0.421.

a. First hypothesis tested (F test): From SPSS program's calculation version 20.0 for Windows it is assumed that F's value can be seen from the table below:

Table 3

ANOVA^b

Model

Sum of

Squares

df

Mean Square

F

Sig.

1 Regression

Residual

Total

1216.473

1671.727

2888.200

4

495

499

304.118

3.377

90.050

.000a

a. Predictors: (Constant), The_Status_and_Prestige_Motivators, Cultural_Motivator, Physical_Motivator, Interpersonal_Motivator

b. Dependent Variable: Interest_of_Foreign_Tourists_Visiting_The_Beach_In_Indonesia

ANOVA test gives F number of 0.000 with a significance level (probability numbers) to 0,000. Because the number of probability is $0.000 < 0.005$, then the regression model is suitable for use in predicting the variable Y. In other words, the independent variables jointly affect the variable Y From the table, it can be used to test the first hypothesis; with step do as following steps:

$0.00 < 0.05$ or 5%. So we can say that X1 = Physical Motivator, X2 = Cultural Motive, X3 =

Interpersonal

motivators, X4 = The status and Prestige Motivator, significant effect together simutan against the interest of foreign tourists visiting the beach in Indonesia (Y).

Results of data analysis using statistical techniques of multiple linear regression analysis, it can be obtained

by finding that the hypotheses in this study can be accepted or rejected.

1. The first hypothesis (H1): The regression equation yields a value Sig.-F = 0.000 <0.05, which means that Ho will be rejected or support Ha at the 0.05 level. So it can be concluded that hypothesis 1 (H1) which states: Motivator Physical, Cultural Motive, Interpersonal motivators, and The Prestige status and Motivator, significant effect together or simultaneously to the interest of foreign tourists visiting the beach in Indonesia, can be accepted as true.

2. The second hypothesis (H2): The regression equation yields a value Sig.-t = 0.000 <0.05, which means that Ho will be rejected or support Ha at the 0.05 level. So it can be concluded that the second hypothesis (H1) which states: Motivator Physical, Cultural Motive, Interpersonal motivators, and The Prestige status and Motivator, partially significant effect on the interest of foreign tourists visiting the beach in Indonesia, can be accepted as true.

The results have been escapes and meets Classical Assumption Test, which includes Test Multicollinearity, Heteroskedasitas test, autocorrelation test, and the normality test.

5. Conclusions and Recommendations

a. Foreign tourists coming to Indonesia, because a number of considerations, amon

g others, because Motivator Physical, Cultural Motive, Interpersonal motivators, and The Prestige status and Motivator, therefore Indonesia must capitalize on the findings of this study. In order to influence potential tourists to come to the beach tourist attraction in Indonesia, Sulawesi as the Bunaken beach, Takalar Beach, Beaches in Papua, Raja Ampat beach. Therefore, the Ministry of Tourism launched a campaign that should be able to attract foreign tourists coming to Indonesia, with a sense of pride and prestige.

b. Wearing a qualitative method to test, Components that affect the tourism went to visit for a tour of the place is (1) Sightseeing and activities, (2) accommodation, (3) facilities and other tourist services, (4) transportation, (5) of infrastructure, (6) institutional elements

From interviews with 40 foreign tourists propagators obtained the following results:

1. Variabel Attractions and activities; tourists interested in coming to the beach because of the cultural attractions, and because natural natural environment, as well as the uniqueness of beaches, such as beach Bunaken Manado Sulawesi, Raja Ampat Papua Coast.

2. Variabel accommodation; tourists interested in coming to the beach for a standard restaurant facilities, is enough, because foreign tourists are more concerned with natural ambience and atmosphere of the original beach.

3. Variabel Facilities and other tourist services; foreign tourists in dire need of a clear tour guide, about the natural conditions, the condition of coastal and island information. Standard souvenir shops have been preferred, as a place to buy souvenirs. Facility Security settings are needed and desired by foreign tourists.

4. Transportation; land transportation, sea transportation, air transportation, are needed by foreign tourists, who like to visit the beaches in Indonesia.

5. Other Infrastructure; Clean water is needed, it takes telkomunikasi standard course, roads and electricity is needed, this is an interesting add, tourists come to the beach of Indonesia.

6. Elemen Institution; Indonesian tourists come to the beach because of the program of the government, the ministry of tourism, foreign tourists coming to the coast of Indonesia because of good promotion, by the ministry of tourism in Indonesia.

Based on the correlation table, it is seen that the variable Impersonal Motivator, (0.335) has the greatest influence on the interest of foreign tourists coming to Indonesia, so the need for the promotion and introduction of the tourist area of beautiful beaches, which are rarely visited. Because of the results of the interview, foreign tourists, happy with new experiences, visiting the beach shore in Indonesia. This suggests that the motivational factors influencing interest of foreign tourists visiting the beach in Indonesia.

Based on the research that has been done, one's decision to travel to visit the beach in Indonesia, influenced by the tourism component. This means, that the components of the plan such as tourism attractions and activities, accommodation, other tourist facilities and services, transportation, other infrastructure, and

institutional elements, should also be considered by the relevant ² parties, such as businesses, communities, local government and the tourism ministry.

Recommendation

a. Based on research that Motivator Physical, Cultural Motive, Interpersonal motivators, The Prestige status and motivators, should be of concern pemerintah the area and businesses, as well as the tourism ministry, because it can make ² the foreign tourists are attracted to come to the beach in Indonesia. Sightseeing and activities,

accommodation, other tourist facilities and services, transportation, other infrastructure, and institutional elements, is the main thing that causes foreign Tourism came to the coast of Indonesia. These variables must be factored attention of governments and Indonesian tourism.

b. Training of human resources, marketing programs, and regulation of tourism should be increased as much as possible. Security also should receive attention from the government, so that tourists feel protected by applicable law.

c. Government must also consider tourism accommodation such as hotels, banks, and restaurants. Indirectly, this is also a place visited by tourists. Health and safety must be preserved so that tourists can feel comfortable.

The Facilities should also be considered. With a tour of the facility and travel into one of the tourist hopes to be able to know the area, especially the tourists who had come to the area. If the tour program and tour a good and satisfactory, then the tourists will also be free to use this facility for the second time. Souvenir and personal services must also be made attractive so the tourists will be satisfied with this facility. Number of transport should be improved. In accordance with the largest population and tourists in the place. If there are more transportation, it will be easier for tourists to travel from one place to another. Infrastructure is one of the important components that must also be considered. Water, electrical appliances, and telecommunications are the most important thing for tourists as human life. Water cleanliness, smooth drainage, electrical resistance and smoothness telecommunications should be increased so that tourists feel comfortable and there is no interference with this infrastructure.

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