

A SEM Analysis Of Visitors' Interest In Pari City Village Tourism, Pantai Cermin District, Serdang Bedagai Region

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Abstract. Pari City is one of the villages in the Serdang Bedagai District of Pantai Cermin. A narrative relating to the village's location, which is surrounded by beaches, revealed the village's name as Pari, according to information from locals. On one of these beaches, stingrays are rumored to congregate. There are a significant number of stingrays on the shore, making their capture easy for everyone. Over time, word of the quantity of stingrays in this village spread to neighboring communities, luring many people from other villages to come and catch them. People from surrounding villages are unaware of this village's former name, and the people do not have a moniker for their community. Due to the abundance of stingrays along this community's coastline, people from outside the village have dubbed it the City of Pari. The explanation is obvious since, according to the legend, the profusion of stingrays resembles a city because there are so many of them, and over time people have grown accustomed to calling it the City of Stingrays. According to tales told by locals, stingrays were formerly abundant on the beach, but they are now extremely rare and almost never seen again due to commercial fishing and trading. Therefore, Kota Pari Village is deemed essential for usage as a tourist destination, and tourism development and development in this village are anticipated to optimize the potential and principal functions and give additional value to raise Village Original Income (PADes) and Regional Original Income (PAD). Moreover, it is anticipated that tourism will enhance the level of community welfare, particularly for the local village community and generally for the inhabitants of Kota Pari Village. Using the Structural Equation Modeling (SEM) technique, the correlation between each indicator and variable is analyzed to determine the level of interest in a visit. It is intended that the SEM method study will provide input and strategic plans for the growth and expansion of Kota Pari Village Tourism.

Keywords: Subjective Norms, Tourist Attraction, Behavior and Interest to Visit

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1. Introduction

Currently, the tourist industry in Indonesia has led to an increase in foreign exchange and jobs. In the framework of protecting and managing the environment, natural resources, and culture, the tourism industry also provides social and economic benefits. Tourism plays a crucial part in the process of establishing and enhancing tourism-potential regions. In order to construct and expand tourism in a region, it is vital to understand the behavior of tourists. To entice tourists to visit, the management of tourism service organizations must employ the appropriate marketing approach while promoting tourism services and highlight their benefits and attributes. As part of the tourism offering, the destination is known as a tourist destination in the tourism industry. Thus, tourism marketing is the strategic marketing of tourism resources, such as destinations or tourist products. This is supported by Holloway and Robinson's (1995) definition of marketing: "marketing is a strategic process that tries to match the resources of a destination with market opportunities. It is as much about retaining visitors as it is about attracting new business." As a service, tourism must be supported by facilities or tangible proof in order to be marketed (Yazid, 1999). The focus is on conveying to the market that the given product (destination) is superior and distinct from other products.

Tourism, as defined by Indonesian Law No. 10 of 2009, is a temporary activity in which a person or group visits a specific location for the goal of tourism, personal development, or the study of the uniqueness of the tourist destination visited (Ismayanti, 2010). Tourism consists of a number of tourist activities and is supported by a variety of community-based, privately-owned, and government-provided facilities and services (Ismayanti, 2010). In accordance with Law No. 10 of 2009 pertaining to Tourism, Tourist Attractions are defined as everything that possesses uniqueness, beauty, and worth in the form of a variety of natural, cultural, and man-made objects that are the focus or destination of tourist visits (Widagdyo, 2017). Tourism is a service trade industry with a complex regulatory mechanism because it regulates the movement of tourists from their home country to tourist destinations and back again. This involves a variety of factors, including transportation, lodging, restaurants, tour guides, and photographs of tourist attractions, among others. Therefore, the tourism business plays a crucial part in tourism's development. The tourism industry must implement the principles, rules, and guidelines applicable to tourism development in order to preserve and increase the number of tourist visits, which will ultimately result in economic benefits for the tourism industry and surrounding areas. Because competition in the business world, particularly in the services sector, is intensifying, followed by rapid breakthroughs in science and technology, this has a significant impact on the environment, compelling all businesses to prioritize customer pleasure. This is evident from the enormous number of organizations whose mission statements, objectives, and ads include a dedication to customer happiness. In addition, many businesses recognize that visitor pleasure is a commitment need, thus the government or business must implement numerous tactics to retain its tourists.

Regency of Serdang Bedagai is one of the regions with regional tourism potential. As one of North Sumatra Province's regencies, Serdang Bedagai possesses a range of natural and cultural resources as items and tourism attractions. Existing tourist sites and tourist attractions are dispersed throughout the majority of districts. One of the choices for the development of tourism attractions and a tourist destination area that may be enjoyed, particularly in the Serdang Bedagai Regency. In accordance with the village fund policy derived from the State Budget, as specified by Law No. 6 of 2014 pertaining to Villages, the trend of Indonesian villages building tourism continues to rise from year to year. The enthusiasm of villages to develop tourism can be inferred from the rise in the allocation of the Village Revenue and Expenditure Budget (APBDes) for tourism development, which is around billions of rupiah, and the number of villages that allocate it. Tourism-built independent communities expanded from 612 in 2017 to 817 in 2018. The number then increased to 4,071 in 2019. Additionally, the allocation of apbdes for tourism villages grew from Rp 123 billion in 2017 to Rp 220 billion in 2018. The figure increased again in 2019, reaching 552 billion IDR. Pari City Village, which is located in the Serdang Bedagai Regency of North Sumatra, has the potential for natural and cultural village tourism that may be realized. This village's location in the Serdang Bedagai region and proximity to various beaches that may be visited by visitors make it a very strategic location. Additionally, tourism is anticipated to enhance the level of community welfare, particularly for local village communities and North Sumatra City residents in general.

2. Method

This research was undertaken to evaluate the proposed hypothesis utilizing research methodologies devised in accordance with the researched variables in order to acquire precise results. Using the Purposeful Sampling withdrawal strategy, this quantitative, associative research method will evaluate the association between each exogenous and endogenous variable. This study use structural equation modeling (SEM). This investigation was conducted in North Sumatra's Pari City Village, Pantai Cermin District, Serdang Bedagai Regency. This study's samples consisted of persons or tourists who were located in the Pari City Village region, Pantai Cermin District, Serdang Bedagai Regency, and who had an interest in travel, as assessed by non-probability sampling approaches, yielding a sample size of 70 respondents. The methods utilized for data collection include questionnaires, interviews, and documentation studies. It is a primary data collection method in which respondents are asked to answer a series of questions (Sugiyono, 2011). Questionnaires are an efficient data gathering approach and are ideal for a big number of responders. In this study, a Likert Scale questionnaire was utilized. It is one of the methods for collecting data and information through direct communication with respondents, i.e., individuals identified as data sources (Sinulingga, 2014). It is a process of secondary data acquisition. To complete the primary data, this study collects data and information from relevant literature sources, such as specialized books or periodicals, journals, and papers.

In this study, data analysis used the Partial Least Square (PLS) approach. PLS is a model of Structural
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Equation Modeling (SEM) equations based on components or variants. According to Ghozali (2006), PLS is an alternative approach that shifts from a covariant-based SEM approach to a covariant-based SEM variant-based approach that generally tests causality/theory while PLS is more predictive model. PLS is a powerful method of analysis (Ghozali, 2006), because it is not based on many assumptions. The stages of data analysis in this study are, as follows:

- **Descriptive Statistical Analysis**

Descriptive statistical analysis provides an overview or description of each variable seen from the average value (mean), standard deviation, maximum and minimum (Ghozali, 2013).

- **PLS (Partial Least Squares) Analysis**

According to Abdillah and Jogiyanto (2015), Partial least square analysis is a variant-based analysis of structural equations (SEM) that can simultaneously test measurement models as well as test structural models. In processing this research data, the PLS (Partial Least Squares) statistical tool software was used, namely Smart PLS version 3.2. Model evaluation in PLS-SEM using Smart PLS 3.2 can be done by assessing the results of model measurements (outer model), namely through confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs, then continued with structural model evaluation and significance testing to test the influence between variable constructs (Ghozali, 2013). To analyze this study, several tests were used in PLS, namely: an outer model evaluation was carried out to assess validity and reability (Ghozali, 2013). It consists of convergent validity tests, discriminant validity tests and reability tests using two methods, namely: Cronbach's alpha and composite reability (Abdillah and Jogiyanto, 2015).

- **Path Diagram**

The formation of a path diagram in the SEM process is a visualization of the conceptual framework of the research so that it is easier to understand and learn. In addition, this path diagram will be tested through goodness of fit to see the suitability of the model with existing reality (Sugiyono, 2013). The formation of a path diagram should pay attention to the constructs of exogenous or endogenous variables with the manifest variables of each of those latent variables. The submission of a model of structural equations of research based on the conceptual framework under study is as follows:

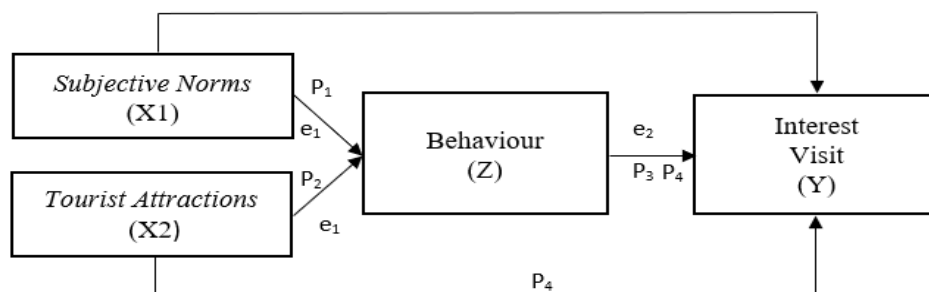


Fig 1. Research Path Diagram Model
Source: Research Results, 2022 (Processed Data)

$$Z = \rho_1 X_1 + \rho_2 X_2 + e_1$$

$$Y = \rho_3 X_1 + \rho_4 X_2 + \rho_5 Z + e_2$$

Description:

X1 = Subjective Norms

X2 = Tourist Attractions

Z = Behavior

Y = Visiting Interest

ρ = Path Regression coefficient

e = Error Term

- **Structural Model**

The structural model of the study is formed with a reference to the conceptual framework that has been converted in the form of a path diagram. If the pattern of relationships between endogenous and exogenous latent variables is clearly visible, and the construct

relationship of each latent variable is clear, then the structural equation model and the measurement equation model can be formulated (Sugiyono, 2013). The structural equation model explains the relationship between endogenous latent variables and exogenous latent variables. In PLS, the model structural equation model is used in evaluating the inner model. The measurement equation model is a model that explains the relationship between a manifest construct and a latent construct. In PLS, the measurement equation model is used in evaluating the outer model.

- **First Order Construct**

The measurement model on the first order is a variable with a single indicator, that is, the value of the factor for each of the latent constructs. Model analysis in looking at the relationship between latent variables is based on the first order construct.

- **Measurement Model (Outer Model)**

A research model cannot be tested in a model predicting relational and causal relationships if it has not passed the purification stage in the measurement model. Measurement models are used to test the validity of constructs and the reliability of instruments. Validity tests are carried out to determine the ability of research instruments to measure what should be measured. Reliability tests are used to measure the consistency of measuring instruments in measuring a concept or can also be used to measure the consistency of respondents in answering question items in questionnaires or research instruments. For the construct validity test, two methods are used, namely convergent validity and discriminant validity (Abdillah and Jogiyanto, 2015), while for reliability tests, two methods are used, namely Cronbach's Alpha and Composite Reliability.

- **Structural Model (Inner Model)**

The structural model in PLS is evaluated using R² for the dependent construct, the value of the path coefficient (β) or the t-values of each path for the interstruction significance test in the structural model. The value of R² is used to measure the degree of variation of an independent variable's change to the dependent variable. The higher the value of R² means the better the predictive model of the proposed research model. But R² is not an absolute parameter in measuring the accuracy of a prediction model because the basis of the theoretical relationship is the most important parameter for explaining the causality relationship. The value of the path coefficient (β) or inner model indicates the degree of significance in hypothesis testing. The score of the path coefficient (β) or inner model indicated by the T-statistic value, should be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis for hypothesis testing at 5 percent alpha.

3. Result and Discussion

3.1 Result

Table 1. Descriptive Statistics

Variables	Min	Max	Mean	Standard Deviation (sd)
SN	7.00	15.00	11.0714	2.05942
DTW	10.00	19.00	13.9714	2.21962
MB	6.00	19.00	14.1714	2.37115
PE	5.00	15.00	9.6286	2.66579

Source: Research Results, 2022 (Processed Data)

Based on Table 1, it is known that the minimum value of *the Bid Ask Spread subjective Norms* is 7.00, while the maximum value of *the Subjective Norms* is 15.00. The average value of *the Subjective Norms* is 11.0714, while the standard deviation value of *the Subjective Norms* is 2.05942. It is known that the minimum value of the Tourist Attraction is 10.00, while the maximum value of the Tourist Attraction is 19.00. The average value of the Tourist Attraction is 13.9714, while the standard deviation value of the Tourist Attraction is 2.21962. It is known that the minimum value of visiting interest is 6.00, while the

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maximum value of visiting interest is 19.00. The average value of the Visiting Interest is 14.1714, while the standard deviation value of the Visiting Interest is 2.37115. It is known that the minimum value of behavior is 5.00, while the maximum value of behavior is 15.00. The average value of the Behavior is 9.6286, while the standard deviation value of the Behavior is 2.66579.

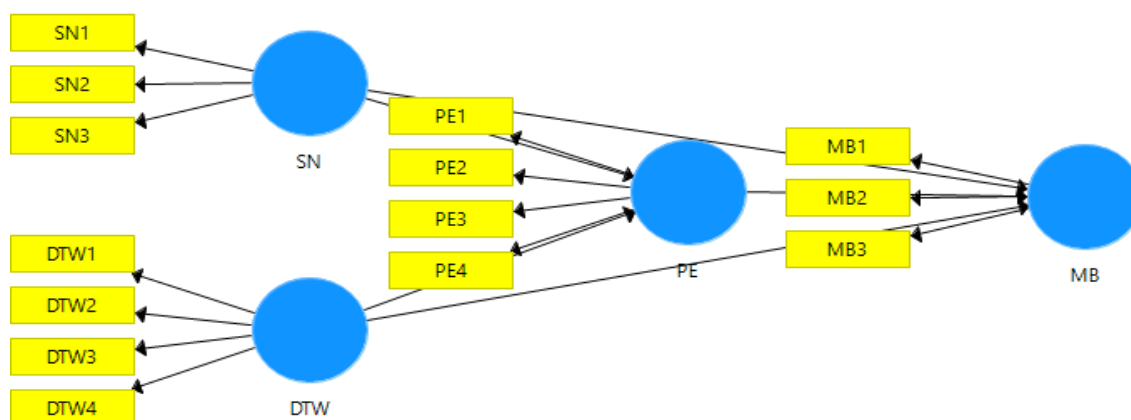


Fig 2. First Model Framework

Source: Research Results, 2022 (Processed Data)

Based on Figure 2, it shows the analysis of *first orders* performed on each research variable. This is done to see the suitability of each indicator in each dimension that is a reference for the decline of research indicators. If the indicators of each dimension are reliable and accurately measure each dimension, then the study can more accurately predict the relationship between variables that occur.

Table 2. Loading Factor Test Results

	PE (Z)	MB (Y)	SN (X1)	DTW (X2)
PE1	0.775			
PE2	0.860			
PE3	0.104			
PE4	0.343			
MB1		0.539		
MB2		0.888		
MB3		0.876		
SN1			0.704	
SN2			0.784	
SN3			0.874	
DTW1				0.705
DTW2				0.796
DTW3				-0.132
DTW4				0.339

Source: Research Results, 2022 (Processed Data)

Based on Table 2, it is known that each of the indicators of many research variables has an *outer loading* value of > 0.5 . According to Ghazali (2014), an *outer loading* value between 0.5-0.6 is considered sufficient to qualify convergent *validity*. The data shows the indicators are declared worthy or valid for research use and can be used for further analysis.

Table 3. Composite Reliability

	Composite Reliability
PE (Z)	0.632
MB (Y)	0.821

SN (X1)	0.832
DTW (X2)	0.516

Source: Research Results, 2022 (Processed Data)

Based on Table 3, it shows that the fairly good category of each construct has met the criteria for assessing the reliability of the outer model with a composite reliability value of > 0.7 . Thus the analysis of the outer model proceeds to the stage of validity of the outer model.

Table 4. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
PE (Z)	0.367
MB (Y)	0.616
SN (X1)	0.625
DTW (X2)	0.316

Source: Research Results, 2022 (Processed Data)

Based on Table 4, it shows that the AVE value of each construct on the final model has already reached a value of > 0.5 . Thus, the proposed structural equation model already meets the convergent validity criteria.

Table 5. R Square

	R Square
PE (Z)	0.331
MB (Y)	0.318

Source: Research Results, 2022 (Processed Data)

Based on the results of Table 5, it is known that:

- 1) The R Square value for the Behavior variable is 0.331, this means that the percentage of the influence of *Subjective Norms* and Tourist Attraction on Behavior is 33.1% while the remaining 66.9% is explained by other variables that were not studied in this study.
- 2) The R Square value for the Visiting Interest variable is 0.318, this means that the percentage of influence of *Subjective Norms* and Tourist Attractions on Visiting Interest is 31.8% while the remaining 68.2% is explained by other variables that were not studied in this study.

Table 6. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SN (X1) -> PE (Z)	-0.117	-0.115	0.109	1.067	0.287
SN (X1) -> MB (Y)	0.321	0.332	0.101	3.179	0.002
DTW (X2) -> PE (Z)	0.609	0.609	0.171	3.557	0.000
DTW (X2) -> MB (Y)	0.376	0.386	0.130	2.887	0.004
PE (Z) -> MB (Y)	-0.039	-0.048	0.145	0.267	0.790

Source: Research Results, 2022 (Processed Data)

Based on the results in Table 6, results are obtained:

1. The Effect of *Subjective Norms* on Behavior
Based on Table 4.10 explains that the influence between *Subjective Norms* on Consumer Satisfaction and (P-Values = 0.287 $>$ 0.05) then H_0 received H_1 is rejected, meaning that there is no positive and significant influence between *Subjective Norms* and Behavior.
2. The Effect of *Subjective Norms* on Visiting Interest
Based on Table 4.10, it is explained that the influence between *Subjective Norms* on Visiting Interest (P-Values = 0.002 $<$ 0.05) then H_0 in H_1 is accepted, meaning that there is a positive and significant influence between *Subjective Norms* and Visiting Interest.
3. The Influence of Tourist Attraction on Behavior

Based on Table 4.10 explains that the influence between Tourist Attraction on Behavior and (P-Values = $0.000 < 0.05$) then H_0 in the rejection of H_1 is accepted, meaning that there is a positive and significant influence between *the Brand Image* of Tourist Attraction and Behavior.

4. The Influence of Tourist Attractions on Visiting Interests

Based on Table 4.10 explains that the influence between Tourist Attractions on Ended Interests with (P-Values = $0.004 < 0.05$) then H_0 in the reject of H_1 is accepted, meaning that there is a positive and significant influence between Tourist Attractions and Visiting Interests.

5. Influence of Behavior on Visiting Interest

Based on Table 4.10 explains that the influence between Behavior on Visiting Interest (P-Values = $0.790 > 0.05$) then H_0 received H_1 is rejected, meaning that there is no positive and significant influence between Behavior and Visiting Interest.

Table 7. Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
SN (X1) -> PE (Z) -> MB (Y)	0.005	0.006	0.023	0.198	0.843
DTW (X2) -> PE (Z) -> MB (Y)	-0.024	0.032	0.093	0.252	0.801

Source: Research Results, 2022 (Processed Data)

Based on Table 7, it shows empirical evidence that *Subjective Norms* to Visiting Interests Through Behavior. Thus, the value of the indirect influence coefficient of *subjective norms* on visiting interest through behavior is 0.843 with the value of P-Values = $0.843 > 0.05$ then *subjective norms* indirectly do not have a positive and significant effect on the interest in visiting through behavior.

3.2 Discussion

1) The Effect of Subjective Norms on Behavior

Based on the results of the direct influence test, it is known that Subjective Norms does not have a positive and significant influence on Behavior, where the value of the path coefficient of Subjective Norms is -0.117 and the significance is $0.287 > 0.05$, which means that the results show that Subjective Norms do not have a positive and significant influence on consumer satisfaction. Thus, the first hypothesis was rejected. Subjective Norm is a consumer's view of behavior or actions that are influenced by other individuals, consumers will perform certain behaviors or actions if individuals deemed important by consumers approve of such behaviors or actions (Shin & Hancer, 2016). In this study, behavior was not influenced by the presence of subjective norms

2) The Effect of Subjective Norms on Visiting Interest

Based on the results of the direct influence test, it is known that Subjective Norms have a positive and significant effect on visiting interest, where the path coefficient value of Subjective Norms is 0.321 and the significance is $0.002 < 0.05$, which means that the results of the study show that subjective norms have a positive and significant influence on visiting Miant. Thus, the second hypothesis is accepted. Consumers tend to see what is most popular and use that information as a decision-making process. This proves to consumers subjective norms influence them in making decisions. In this study, it is proven that tourists are determined to visit pari city village tourism, one of the causes is subjective norm. Consumers may believe in family, friends, and peers in liking certain behaviors, and their beliefs can influence their behavioral intentions.

3) The Influence of Tourist Attraction on Behavior

Based on the results of the direct influence test, it is known that Tourist Attraction has a positive and significant effect on Behavior, where the path coefficient value of Tourist Attraction is 0.0609 and the significance is $0.000 < 0.05$, which means that the results of the study show that Tourist Attraction has a positive and significant influence on Behavior. Thus, the third hypothesis is accepted. Polite behavior will increase the number of tourists visiting. Everyone, both men and women, will be comfortable when they are done as well as possible. And the absence of less than tasty actions of the local people. The entire community of Pari City Village must unite so that the number of tourists continues to

increase.

4) **The Influence of Tourist Attractions on Visiting Interests**

Based on the results of the direct influence test, it is known that Tourist Attraction has a positive and significant effect on Visiting Interest, where the path coefficient value of Tourist Attraction is 0.376 and the significance is $0.004 < 0.05$, which means that the research results show that Tourist Attraction has a positive and significant influence on Visiting Interest. Thus, the fourth hypothesis is accepted. Tourist attractions are the main drivers in the tourism sector. For this reason, cooperation from all stakeholders is needed in its management. The government is a facilitator who has the role and function to create and determine the direction of tourism development policies. Tourist attraction is the main capital that must be owned to increase and develop tourism. The object of tourist attraction is the most important link in a tourist activity, this is due to the main factor that makes visitors or tourists to visit a tourist destination area is the potential and attraction of tourism (Devy & Soemanto, 2017).

5) **Influence of Behavior on Visiting Interest**

Based on the results of the direct influence test, it is known that Behavior does not have a positive and significant influence on Visiting Interest, where the path coefficient value of Behavior is 0.039 and its significance is $0.267 > 0.05$, which means that the results of the study show that Behavior does not have a positive and significant influence on Visiting Interest. Thus, the fifth hypothesis was rejected. Although the results of the study showed no influence, it was very important for tourism managers of Pari City Village to identify and analyze the interest in visiting the targets in using ways to influence their decisions. Pari City Village must always try to attract the attention of its visitors by meeting the needs and desires of visitors. Needs are instinctive if a person feels hungry then he will forage at that time what he needs is food. Instinctively he will look for something edible. But desires are needs formed by the environment around these consumers, for example: the family environment, social groups, workplace, religion, situations that occur, prevailing norms and others.

6) **The Influence of Subjective Norms on Visiting Interest through Behavior**

Based on the results show empirical evidence that Subjective Norms to Visiting Interests Through Behavior. Thus, the value of the indirect influence coefficient of subjective norms on visiting interest through behavior is 0.005 with the value of P-Values = $0.843 > 0.05$, then subjective norms indirectly do not have a positive or significant effect on visiting interest through behavior. Thus, the sixth hypothesis was rejected.

7) **The Influence of Tourist Attractions on Visiting Interests through Behavior**

Based on the results, it shows empirical evidence that Tourist Attraction to Visiting Interests through Behavior. Thus, the value of the coefficient of indirect influence of Tourist Attraction on Visiting Interest Through Behavior is -0.024 with a value of P-Values = $0.801 > 0.05$, then Tourist Attraction indirectly does not have a positive or significant effect on Visiting Interest Through Behavior. Thus, the seventh hypothesis was rejected.

4. **Conclusion and Recommendation**

The management needs to respond related to transportation, by providing adequate transportation facilities such as buses and motorcycle taxis, so that it can provide many alternative transportation facilities for consumers who want to go to Pari City Village. The respondents also gave a moderate perception of the services provided by the management of the tourist attraction. Thus, services need to be further improved, namely services that are more friendly and quick to respond to meet consumer needs. The perception is also given by respondents to the tourist attractions visited are kept clean, so they still need to maintain good hygiene, such as employees cleaning tourist sites more often and providing more trash cans.

The management needs to promote Pari City Village Tourism through various media, both print and electronic, by displaying the history of units related to the village. In this way, everyone who sees the promotion is interested in coming to visit and they can also inform their social environment such as neighbors, so that later more people will know Pari City Village Tourism and are interested in visiting it.

Based on the results of the research obtained, it shows that in the factor of consumers' interest in visiting tourism objects in Pari City Village, Pantai Cermin District, Serdang Bedagai Regency, it can be seen that

the average respondent gave the lowest assessment of the desire to visit pari city village tourism objects again in the future. In order to increase the interest in visiting consumers, it must further increase the attractiveness of the tourist attraction itself, such as adding game rides such as outbound for children, waterbooms, and also traveling by circling the plantation with a fleet provided by the manager. By adding game rides, the interest in visiting consumers will also be higher..

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