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The Influence of Location and Attractiveness on Visiting Decision (Study on Majalengka Paralayang Tourism Object)

Endang Siti Patimah [1)] Masduki[2)] Pipih Sopiyan[3)] Gustina Hidayat[4)]
[1 2 3] Management, Faculty of Economics and Business, Majalengka University, Majalengka, Indonesia
[4] Management, Faculty of Economics and Business, Sebelas April University, Sumedang, Indonesia
*E-mail: masdukimsi67@unma.ac.id

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ABSTRACT

Along with the current market competition, not only the product sector but also the tourism sector. One of the attractions that can win the competition for tourist visits is one that has a strategic location that is easily accessible and the tourist attractions that exist on the tour. This study aims to determine the effect of location and tourist attraction on the decision to visit visitors to paragliding attractions partially.

This research method is a survey research using a descriptive and verification approach. The population in this study were visitors to paragliding attractions with as many as 100 respondents, the sampling technique used was incidental sampling technique. The data collection technique in this study used a questionnaire using the Likert scale. The analysis tool uses classical assumption test, multiple regression analysis, coefficient of determination analysis, partial test and model feasibility test.

Based on partial hypothesis testing, location and tourist attraction have a positive and significant effect on visiting decisions. This means that the location and tourist attraction become an impulse factor in increasing people's decisions to visit tourist sites

Keywords: attraction; location; visiting decision.

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INTRODUCTION

Tourism is the right choice for individuals to release fatigue from various activities and can spend time with family and friends. According to Christy F. K Lebu, Silvya L Mandey and Rudy S. Wenas (2019: 02) revealed that in the current era of globalization, the tourism sector is the largest and strongest force in financing the global economy. Even the tourism sector is the main driver of the world economy in the 21st century and is one of the world's main industries. Tourism is the right choice for individuals to release fatigue from various activities and can spend time with family and friends. According to Christy F. K Lebu, Silvya L Mandey and Rudy S. Wenas (2019: 02) revealed that in the current era of globalization, the tourism sector is the largest and strongest force in financing the global economy. Even the tourism sector is the main driver of the world economy in the 21st century and is one of the world's main industries.

The existence of the tourism industry as part of the economic sector is a very promising industry in the face of industry competition at this time, the tourism sector is very potential to be developed as one of the regional incomes, tourist attractions are service products offered by service providers so that consumers come to travel to meet a desire or need and to meet a lifestyle. Those who visit tourism are consumers who use goods and services from the tourism industry that can make themselves feel happy, cheerful and relaxed. Tours visited by people are used as the use of their holidays to rest or as a place to gather with their families in addition to being in the house.

Traveling is one form of consumer behavior in determining their decisions to make visits to the tourist attractions they choose. So that an understanding of consumer behavior can be applied to design a good tourism marketing strategy in helping visiting decisions. According to Kotler and Kaller (2016: 179) that consumer behavior in determining a problem is to study how individuals, groups, and organizations choose, buy, use and place goods and services, ideas or experiences to satisfy their wants and needs.

The decision to visit tourists in this concept is the decision to purchase services, namely tourism services. Tourist attractions are service products offered by a service company with the hope that consumers come to visit and enjoy the attractions offered. In facing its competitors, tourism should have strategies and steps in an effort to attract consumers to visit. The use of strategies can increase the number of tourists who come, such as locations that are easy to reach with attractive tourist attractions and comfortable and complete attractions. According to Intan Juwita in Selly Marliana (2021: 27), the decision to visit tourists is an activity carried out by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period of time.

Far or near a tourist spot can affect a person's choice to visit. Where someone will choose to visit a place, means tourists have decided to visit to observe the facilities and places of the region. The decision to visit will be reached if the manager observed and perform well to the location and tourist attraction factors.

This study aims to determine the relationship between Location and Attractiveness to the Decision to Visit the Majalengka Paragliding Tourism Object.

LITERATURE REVIEW, FRAMEWORK AND HYPOTHESIS

Consumer Behavior

Consumer Behavior is the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires (Kotler &; Keller, 2017:166).

Location

According to Heizer & Render in Mahpudin and Asep Maulana (2022:03), lokasi is a driver of expenditure and payment from the surrounding area in the tourism industry, so the area often has the ability to create business methods.

The Location Indicator consists of:

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1. Access, for example the location that is traversed or easily accessible by public transportation facilities.
2. Visibility, which is a location or place that can be clearly seen from normal visibility.
3. Traffic, concerning key considerations: The large number of tourists passing by can provide a great opportunity for impulse buying (unplanned buying process) and Density and traffic congestion can also be an obstacle.
4. A large, comfortable and safe parking space, both for two- and four-wheel vehicles.
5. Expansion, which means that there is a sufficiently large space available for expansion after the day.

Attraction

Hidayah (2019:12) stated that the attractiveness of tourism is the power to bring tourists. An object has the potential to be an attraction, but the attraction is only formed if the object is supported by other elements such as accessibility, and supporting facilities. In addition, the attraction will also be created if the environment around the object.

The Attractiveness Indicator consists of:

1. Attraction: What is developed into a tourist attraction is what is called capital or a source of tourism.
2. Amenity (facilities): Amenity is all kinds of facilities and infrastructure that are needed by visitors while they are in the destination area.
3. Accessibility: On the other hand, this access is identified with transferability, i.e the ease of moving from one area to another.
4. Ancilliary (Additional Services): Additional services must be provided by the local government of a tourist destination, both for tourists and tourism actors.

Visiting Decisions

The decision to visit the tourist in this concept is a decision of the service provider, which is a tourist service. According to Intan Juwita in Selly Marliana (2021:27) that the decision to visit a tourist is an activity carried out by a person or a group of people by visiting a particular place for the purpose of personal development recreation, or learning the uniqueness of tourist attractions visited in a temporary period of time.

The Visiting Decision Indicators consist of:

1. Problem Recognition: The buyer's process begins with the recognition of the problem or the need of the buyer to feel a difference between the actual situation and the desired situation.
2. Information Search: How far the person is looking for information depends on the strong weakness of the need impulse.
3. Evaluation of Alternatives: The information obtained from prospective buyers is used to obtain a clearer picture of the alternatives they face and the attractiveness of each alternative.
4. Purchase Decision: Producers should understand that consumers have their own ways of handling the information they obtain by determining the alternatives to be chosen and being evaluated to determine which products to be purchased.
5. Post-purchase behavior: If the purchased item does not provide the expected satisfaction, then the buyer will change the attitude towards the brand of the item to negative, and may even reject it from the list of options and vice versa.

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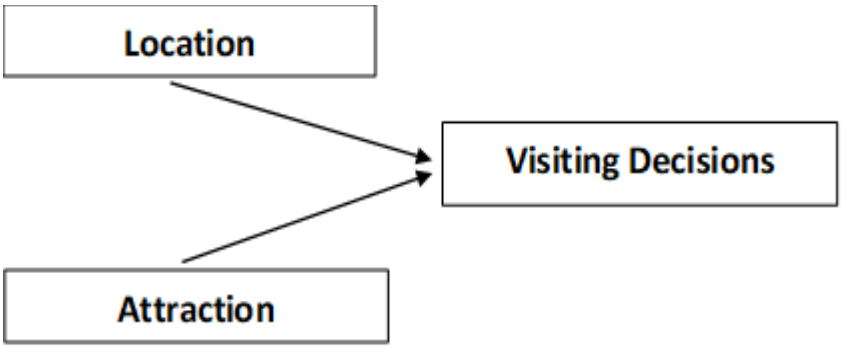

Figure 1. Paradigm of Relationship Between Research Variables

Hypothesis

H1 : Location influences visiting decisions.
H2 : Attractiveness influences the decision to visit

METHOD

The method used in this study is a survey method with a descriptive analysis approach and verifiative analysis. The type of data used in this study is quantitative data. The source of data used in this study is primary data. Data collection techniques in the form of distributing questionnaires. The population in this study is Paragliding Majalengka Tourist Attraction Visitors, with an unknown number with certainty. The sampling technique used in this study is non-probability sampling. The sampling method used is accidental sampling. The *formula Rellative Allowed Error,* according to Ibnu Widiyanto (2008: 24). This formula is used for an unknown sample of the population with an error rate of 10% with a confidence level of 90%, the following formula can be used :

$$\text{RAE} = \pm 2\sqrt{\frac{\text{pq}}{\text{n}}}$$

Information :
RAE = *Rellative Allowed Error*
p = Estimation
q = 1 -p
n = Number of samples

Based on the above, then using the RAE formula, the size of the sample can be calculated as follows:
It is known that the value of the proportion p = 20% because the questionnaire answers use the Likert scale, which consists of five categories that have a value score of 100, then 100 : 5 = 20So the value of q will be obtained as follows :

q = 1- p = 1 – 0,20
= 0,8
= 80%

Error rate (RAE = 8%)

RAE $= \pm 2\sqrt{\frac{\text{pq}}{\text{n}}}$

RAE $= 2\sqrt{\frac{\text{pq}}{\text{n}}}$

0,08 $= 2\sqrt{\frac{0.2\ .0.8}{\sqrt{n}}}$

$0{,}08\sqrt{n} = 2\sqrt{0.2\ .\ 0.8}$

$0{,}08\sqrt{n} = 2\sqrt{0.16}$

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$0{,}08\sqrt{n}$ = 2. 0,4
$0{,}08\sqrt{n}$ = 0,8
$\sqrt{n}$ = $\frac{0.8}{0.08}$
$\sqrt{n}$ = 10
n = 10^2
n = 100

Thus, the sample of this study is 100 respondents who represent the population of visitors and the community that has visited the tourist attractions of Paragliding Majalengka. Research from the sample can illustrate the characteristics of the population, is through the direct distribution of the questionnaire that must be filled by the respondents that will be used as a sample.

RESULT AND DISCUSSION

Normality Test

According to Imam Ghazali (2013: 160) the normality test was carried out to test whether in the regression model the variables in the study had a normal distribution or not. A good regression model is to have a normal or near-normal data distribution.

Table 1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.35867952
Most Extreme Differences	Absolute	.074
	Positive	.042
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.192[c]

a. Test distribution is Normal.
b. Calculated from data.
Sumber: Output SPSS versi 25,2022

Based on Table 1, it is known that *AsymspSig*. In *the Kolmogrov-smirnov One-Sample* test, it was 0.192 > 0.05 (5%). Then it can be said that all variables have normally distributed residual values.

Multiple Linear Regression Analysis

To analyze the influence of the independent variable on the dependent variable can be done with multiple linear regression analysis models. This regression analysis is intended to determine whether there is an influence between the independent variable (Location and Tourist Attraction) on the dependent variable (Visiting Decision), while the results of multiple linear regression analysis are as follows:

Table 2 Results of Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.

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1	(Constant)	5.724	1.498		3.821	.000
	LOCATION	.291	.086	.319	3.369	.001
	TOURIST ATTRACTION	.455	.095	.456	4.814	.000

a. Dependent Variable: VISITING DECISION

Source : SPSS output version 25, 2022

Based on the results of table 2 above, the regression equation is obtained as follows :

$$Y = 5{,}724 + 0.291X_1 + 0{,}455X_2 + \varepsilon$$

From the above equation, it can be concluded that :

1. The constant in the regression model is 5.724 and has a positive sign. This means that if the variables of location and tourist attraction do not exist, the decision to visit paragliding attractions still occurs.
2. The location coefficient is 0.291 and has a positive sign. This means that if the location variable is near and easy to access, it will increase the decision to visit paragliding attractions.
3. The coefficient of tourist attraction is 0.455 and has a positive sign. This means that if the tourist attraction variable is good, it will increase the decision to visit paragliding attractions.

Coefficient of Determination Analysis

To measure how the contribution of the independent variable (location and tourist attraction) affects the dependent variable (visiting decision) can be calculated by a quantity called the coefficient of determination expressed by percentage. The formula is as follows :

$$KD = r^2 \times 100\%$$

Sudirno and Suparto(2019:97)

Information :
KD = Coefficient of Determination.
R^2 = Value of Coefficient of Determination
Value of correlation coefficient of each variable as follows :

Table 3. Results of Coefficient of Determination Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Correlations		
		B	Std. Error	Zero-order	Partial	Part
1	(Constant)	5.724	1.498			
	LOCATION	.291	.086	.617	.324	.242
	TOURIST ATTRACTION	.455	.095	.665	.439	.346

a. Dependent Variable: VISITING DECISION

Source : SPSS Output Version 25, 2022

Based on table 3 it is known that:
Coefficient of location determination on visiting decisions:

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KD = r^2 x 100%
= $(0,617)^2$ x 100%
= 38,06%

Based on these calculations, it can be seen that the contribution of location influences the decision to visit paragliding attractions, which is 38.06%.

Coefficient of determination of tourist attraction on visiting decision

KD = r^2 x 100%
= $(0,665)^2$ x 100%
= 44,22%

The calculation can be seen that the contribution of tourist attraction influences the decision to visit paragliding tourist attractions, which is 44.22%.

Model Qualification Test

This test is used to examine the influence of location and tourist attraction on visiting decisions made to see whether the analyzed model has a model feasibility level, namely the variables used are able to explain the phenomenon analyzed.

Model feasibility testing carried out using the help of SPSS 25 with F measuring instruments is as follows :

Table 4. Model Feasibility Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	551.386	2	275.693	48.554	.000[b]
	Residual	550.774	97	5.678		
	Total	1102.160	99			

a. Dependent Variable: VISITING DECISION

b. Predictors: (Constant), TOURIST ATTRACTIONS, LOCATION

source : SPSS Output Version 25,2022

Based on table 4 above, it shows that the F test results obtained a $F_{calculated}$ value is 48.554 at a signification level of 5% with a profitability value (sig) = 0.000. While the F_{table} value is 3.09 which means that the $F_{calculated}$ value is 48.554 > 3.09 and the significant value is 0.000 < 0.05. Then it can be said that the model used in this study is worthy or fit to predict the decision of visit visitors to paragliding attractions in Majalengka sub-district.

Hypothesis Test

The t-test is used to partially test the hypothesis between location and tourist attraction against visiting decisions. The t-test basically shows how far an independent variable has an individual influence in explaining the variation of the dependent variable. There are the partial test results in the following table 5:

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Table 5. Partial Test Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	5.724	1.498		3.821	.000
	LOCATION	.291	.086	.319	3.369	.001
	TOURIST ATTRACTION	.455	.095	.456	4.814	.000

a. Dependent Variable: VISITING DECISION
Source : SPSS output version 25, 2022

Based on table 7 above, the partial hypothesis test is as follows: :

1. **H_1 (The Influence of Location on Visiting decisions)**

In the location variable, a $t_{calculated}$ value of 3.369 and a significant value of 0.001 was obtained, then at the free degree (dk) = n – k = 100 – 2 = 98 with a significance level of 5%. So that the t_{table} value of 1.984 is obtained because $t_{calculated}$ 3.369 > t_{table} 1.984 and a significant value is 0.001 < 0.05 then Ho is rejected and Ha is accepted. This means location has a significant influence on visiting decisions. Thus, the first hypothesis (H_1) can be proven true.

Based onthe results of the study, the influence of location variables on the decision to visit using SPSS 25 program assistance. Stating that location variables have a contribution or influence on visiting decisions because with a good location it will increase visiting decisions for visitors to tourist attractions. According to Haizer & Render in Mahpudin and Asep Maulana (2022:03), location is a driver of expenditure and payment from the surrounding area in the tourism industry, so the area often has the ability to create business methods.

Based on the results of the analysis of the coefficient of determination and t-test on the location variable on the decision to visit, where the location has a high relationship and has a positive and significant effect on the decision to visit. The significance here is the degree of closeness of a location variable relationship with visiting decisions based on the results of the t test where the location variable obtains a $t_{calculated}$ value greater than the t_{table} value and a significant probability value that is smaller than the alpha value. This means that Ho is rejected and Ha is accepted, so that the first hypothesis (H1) that there is a significant influence between the location and the decision to visit can be proven. This means that location is an impulse factor for increasing the decision to visit visitors to the Majalengka paragliding tourist attraction.

The results of this study are consistent with previous research according to Novita Putri Dian Tanti, Isya Asrori (2021) who said that there was a positive influence from the location on the decision to visit. Thus a good location and easy access will increase the decision to visit Paragliding Tourism Objects.

2. **H_2 (The Influence of Tourist Attraction on Visiting Decisions)**

In the tourist attraction variable, a $t_{calculated}$ value of 4,814 and a significant value of 0.000 were obtained, then at the free degree (dk) = n – k = 100 – 2 = 98 with a signification level of 5%. So that the t_{table} value is 1.984. Since $t_{calculated}$ 4.814 > t_{table} 1.984 and significant values 0.000 < 0.05 then Ho is rejected and Ha is accepted. This means that tourist attraction has a significant influence on the decision to visit. Thus, the second hypothesis (H_2) can be proven true.

Tourism attraction as the primary movement in motivating tourists to visit a place. Based on the results of the coefficient of determination analysis and t test on the variables of tourist attraction on visiting decisions, where tourist attraction has a high relationship and has a positive and significant influence on visiting decisions. The significance here is the level of closeness of a variable relationship

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of tourist attraction with visiting decisions based on the results of the t test where the $t_{calculated}$ value is greater than the t_{table} value and a significant probability value is smaller than the alpha value. This means that Ho is rejected and Ha is accepted, so that the first hypothesis (H2) which states that there is a significant influence between tourist attraction and visiting decisions can be proven. This means that tourist attraction is a impulse factor for increasing the decision to visit visitors to the Majalengka paragliding tourist attractions, if the tourist attraction is strong, the decision to visit will be high.

The results of this study are consistent with previous research according to saying that tourist attraction has a positive and significant effect on visiting decisions. This was also stated by Erni Junaida (2019) who said that there was a positive influence of tourist attraction on the decision to visit. Thus, a strong tourist attraction will increase the decision to visit Paragliding Tourism Objects.

CONCLUSION

Based on the results of research on the influence of location and tourist attraction on the decision to visit paragliding attractions, it is concluded as follows :

1. Location has a positive and significant influence on visiting decisions. This means that the better tourist location presented, the higher decision to visit.
2. Tourist attraction has a positive and significant influence on the decision to visit. This means that the stronger the tourist attraction offered, the higher the visiting interest.

IMPLICATION

In relation to the discussion and conclusions, it was put forward Suggestions and recommendations for the management of the attraction are as follows :

1. Location has a significant influence on visiting decisions, location in paragliding attractions is included in the good criteria. The statement with the lowest score is the statement about access to paragliding easily accessible by public transportation. Therefore, the author suggests to the manager of the paragliding tourist attraction to provide special transportation such as providing a special bus from the road that will go to the paragliding tourist attraction to make it easier for visitors to reach the location of the paragliding tourist attraction.
2. Tourist attraction has a significant influence on visiting decisions. Tourist attraction in paragliding attractions includes strong criteria, the statement with the lowest score is regarding the distance traveled to paragliding attractions close to the center of the crowd. Therefore, the author suggests to managers to provide shopping centers, of course, when visitors visit tourist attractions often consume food or snacks and souvenirs that will be taken home.
3. The decision to visit paragliding attractions includes high criteria, the statement that gets the lowest score is that I visit paragliding attractions because it is to improve social status in society. Therefore, the author suggests to managers to increase paragliding tourism attraction promotion activities to the wider community through tourist facilities and affordable prices because the impact of promotion will increase tourist visiting decisions.
4. Further researchers are expected to examine other variations that were not studied in this study that influenced visiting decisions, such as innovation and ticket prices. And it is expected to review more sources and references so that the results of research can be better and more complete.

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