



## More than just a view: Analyzing the Impact of E-WOM, facilities, and uniqueness on tourist decisions

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### Abstract

Tourism development plays a crucial role in regional economic growth, especially through optimizing the potential of local destinations. Gajah Mungkur Reservoir in Wonogiri is one such destination that attracts visitors through its natural beauty, facilities, and cultural uniqueness. This study aims to analyze the influence of Electronic Word of Mouth (e-WOM), facilities, and attractions and uniqueness on tourists' decisions to visit the Gajah Mungkur Reservoir. A quantitative method was employed using multiple linear regression analysis. The results indicate that all three independent variables—e-WOM ( $\beta = 0.416$ ;  $p = 0.006$ ), facilities ( $\beta = 0.265$ ;  $p = 0.048$ ), and attractions and uniqueness ( $\beta = 0.371$ ;  $p = 0.041$ )—have a positive and significant effect on tourists' visiting decisions. The F-test also confirms that these variables simultaneously have a significant influence ( $F = 12.645$ ;  $p < 0.05$ ). The Adjusted  $R^2$  value of 0.416 shows that 41.6% of the variation in visiting decisions can be explained by the model. These findings suggest that enhancing digital promotion, improving tourist facilities, and emphasizing unique local attractions are key strategies to increase tourism competitiveness and visitor interest.

**Keywords:** Electronic word of mouth, facilities, attractions and uniqueness, visiting decision, reservoir

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### 1. Introduction

Tourism may be a unused fashion of industry that's able of impelling fast financial development in work openings, salary, living measures and in activating other segments in visitor getting nations. Tourism could be a assortment of visitor exercises and is backed by different offices and administrations given by the community, business visionaries, and nearby governments (Law No. 10 of 2009). The World Tourism Organization characterizes tourism as the action of traveling and remaining exterior of one's put of home and environment, for no more than one consecutive year for tourism, commerce or other purposes without working within the put gone by. Tourism may be a travel from one put to another, brief in nature, carried out by people or bunches, as an exertion to discover adjust or agreement and bliss with the environment in social, social, characteristic and logical measurements. (Kodhyat, 1998).

One of the visitor attractions in Wonogiri Rule is the Waduk Gajah Mungkur which is found in Sendang Town, Wonogiri Locale, Wonogiri Rule. The Waduk Gajah Mungkur visitor fascination may be a traveler region that has very tall potential for biodiversity, both greenery and fauna, counting the excellence of its natural display. Waduk Gajah Mungkur may be a supply found 3 km south of Wonogiri Rule City, Central Java Territory. The waters of this manufactured lake were made by damming the longest waterway on the island of Java, to be specific the Bengawan Solo Stream. This manufactured lake was built within the 1970s and has been working since 1978. The development of the Waduk Gajah Mungkur was a give up made by a few of the Wonogiri community for the purpose of improvement. A add up to of 51 sub-districts or towns were suffocated and 60,000 individuals were willing to be transmigrated out of Java using the town bedol framework. This dam is the biggest supply in Southeast Asia which was built with the most work of controlling surges on the Bengawan Solo waterway. The number of guests to the Waduk Gajah Mungkur traveler fascination has expanded from year to year, usually due to the increment in offices such as water parks and water recreations such as sky, creature parks, water booms, water bicycles, paragliding sports offices, drifting

eateries (karamba), spots interesting selfies, tombo disturbed stop, rabbit prepare, and elephant rides. The opening of the Waduk Gajah Mungkur as a traveler fascination has brought numerous benefits to the surrounding community and contributed a part of nearby income (Cushion) to Wonogiri Rule. (Suhari, 2008)

It is recognized that the advancement of the tourism division cannot be isolated from the part of the media. The part of the media is to present an curiously traveler fascination to visit. The potential of social media as a limited time medium is progressively being utilized by the mechanical world. The advantage of social media as intuitively media is that it gives an curiously involvement in communicating, since media clients can effectively take part in association with the data substance given. Curiously substance and giving data within the frame of content, pictures, sound and video can too be given so that clients can clearly get it the items and administrations given (Kotler and Keller, 2016).

The improvement of communication innovation as a source of data and amusement has had an affect on a broader move within the culture of socialization. Social media platforms are presently the foremost prevalent communication media for communication innovation clients. Since of the expansive number of social media clients, social media has the potential to gotten to be a limited time medium that can be used by businesses, counting the tourism industry.

To attain tourism objectives, the characteristics of messages passed on through data innovation media play a part in shaping trust within the data given. Subsequently, the exactness of data from trusted sources in conjunction with precise information is valuable for understanding, changing behavior and convictions with respect to the data gotten, counting the dispersal of data around the excellence of tourism that can be known by the more extensive community both at expansive and inside the nation. Moreover with the Waduk Gajah Mungkur traveler fascination, visitors are fascinated by going by since they get data by word of mouth or through social systems, such as Instagram, Facebook, Twitter, and so on. One of the things that drives the choice to visit a traveler fascination is the impact of the individuals around them who communicate the quality of the visitor fascination.

Data and communication innovation within the world is creating quickly from year to year, particularly after the improvement of smartphones. Smartphone technology makes it less demanding for clients to get to the web anyplace and anytime. So the rise of web benefit suppliers has made it simple for Indonesian individuals to investigate the internet. The ease of getting to social media makes it easier for people to put through with family, near relatives, companions conjointly to urge to know more people. The broad utilize of social media accounts by implication empowers trade individuals to showcase their items through social media. Income utilizing innovation gives a unused point of view for trade individuals to be able to showcase their items to a more extensive gathering of people.

Social media may be a law based shape of information, social media can change people who were as of now perusers into distributors (Evans, 2008). Social media isn't because it were a suggests for scrutinizing information, but by and by social media can offer help people take portion in sharing and making information. Social media gives a present day perspective for exchange people in exhibiting things and organizations, the approach technique utilized as well

livelihoods Electronic Word of Mouth (e WOM), particularly a positive or negative clarification molded from the suppositions of customers, both up and coming and past buyers of a thing that can be gotten to by a wide bunch of spectators within the web (Thurau, 2004). The exhibiting get ready utilizing e-WOM is considered more compelling when associated to social media accounts which can by and by be gotten to by the more extensive community. In expansion, e-WOM can allow a wide inferences to affect someone's choice to buy a brand, advantage or thing being sold.

Tourism workplaces are one of the things to make tourism, workplaces here are the same as consolation (Sammeng, 2001:39). It isn't phenomenal for tourists to visit a put or district or country, since they are pulled in by the comforts that can be gotten through workplaces. Traveler workplaces are all workplaces that meet desires of guests who remain incidentally within the guest objective locale they visit, where they can unwind and appreciate and take an intrigued within the works out available inside the traveler objective zone. Concurring to Yoeti (2003:56), the components of traveler workplaces can be seen from the taking after clarification:

### Office components

comfort units (hotels, motels, lofts, domains, campsites, caravan parks, lodgings and codominiums) eateries, bars, and cafes (Expanding from speedy food through to Luxury Eateries) get together client needs and client wants. Disillusionment to meet customer needs and wants is acknowledged to be dissatisfaction with the thing or advantage. Basically, buyer fulfillment and disillusionment with things or organizations will affect resulting behavior plans (Lupioyadi, 2013:231). In case clients are satisfied, they will show up a tall probability of getting the same item or advantage once more. Satisfied clients additionally tend to supply incredible references for the things or organizations they have utilized to others.

Isolated from the control of Electronic Word of Mouth on social media such as Instagram, Facebook, the workplaces, attractions and uniqueness of guest attractions are in addition considerations for tourists and make them a unprecedented interest for tourists. A guest interest is anything that has uniqueness, heavenliness and regard inside the shape of a varying qualities of ordinary, social and man-made things that are the target or reason of guest visits (Law number 10 of 2009 concerning Tourism). The traveler interest of the Waduk Gajah Mungkur is just can ride a boat around the store, a water boom that can be utilized, a children's play extend, an animal halt in which there are a number of elephants, monkeys, crocodiles and a couple of sorts of winged animals as well as a hang drifting visit found on Joglo slant. West of the Waduk Gajah Mungkur, separated from being able to inclusion exceptional sports from here, you're as well promoted sees of the Waduk Gajah Mungkur from a height.

Based on this establishment depiction, it is basic to carry out explore with the title "The Affect of Electronic Word of Mouth, Workplaces, Attractions and Uniqueness on Tourists' Going by Choices Case Think almost at the Waduk Gajah Mungkur Guest Fascination)" (Dharma & Sukaatmadja, 2015)

## 2. Methods

### A. Research Design

Investigate plan is an critical definition for investigate since

it gives an diagram of the investigate that will be considered. The inquire about plan in this proposal is as takes after:

### 1. Going to Choice

Obtaining choices are a decision-making handle from customers to create a buy after making different contemplations (Swastha and Handoko, 2016).

### 2. Electronic Word Of Mouth

Electronic word of mouth could be a positive or negative statement made by potential or previous clients approximately a item or company that's coordinated to numerous individuals and educate by means of the web (Hening-Thurau *et al*, 2004).

### 3. Facilities

Offices are anything that can encourage endeavors and assist work in arrange to attain certain objectives (Prof. Dr. Hj. Zakiah Daradjat).

### 4. Attractions and Uniqueness

Attractions and uniqueness are characterized as anything that can fulfill wants of tourists' tourism thought processes, such as amusement thought processes, social thought processes, self-development thought processes starting from normal, social or man-made (counterfeit) wealth that are the target of visitor visits (Soekadijo, 2000).

## B. Populace and Test

### 1. Populace

Populace comes from the English word "populatin" which suggests the number of inhabitants. Populace concurring to Burhan (2000:40) is the complete (universum) of investigate objects which can be people, creatures, plants, discuss, side effects, values, occasions, life states of mind, and so on so that these objects can be a source of inquire about information. The population in this inquire about are guests to the Waduk Gajah Mungkur visitor fascination who have Instagram social media.

### 2. Test

A sample could be a subset of a populace, comprising of a few members of the populace. This subset was taken since in numerous cases it is outlandish for analysts to look at all individuals of the populace, hence shaping a agent populace called a sample (Ferdinand, 2014:171)

## C. Definition and Measurement of Variables

Variable Names and Measurement Indicators:

1. The name of the dependent variable is Visit Decision (Y). Here the decision to visit can be equated with the decision to purchase. Purchasing decisions are the actions of consumers to purchase a product (Kotler, 2002).

Measurement Indicators:

- a. Introduction to the need to travel.
- b. The stability of choosing the Waduk Gajah Mungkur tourist attraction.
- c. Looking for information about the Waduk Gajah Mungkur.
- d. The decision to visit or not.
- e. Desire to make a return visit.

### 2. Electronic Word of Mouth

Electronic Word of Mouth is a positive or negative statement made by potential customers, actual customers and former

customers about a product or company via the internet (Malik *et al*. 2013). Measurement Indicators (According to Goyette *et al*. 2012)

- a. intensity
- b. Positive Valence
- c. Negative Valence
- d. Content

### 3. Facilities

Tourist facilities can be interpreted as facilities and infrastructure that must be provided by the manager for tourist needs. Tourists' needs are not only to enjoy natural beauty or the uniqueness of tourist attractions but also require tourist facilities and infrastructure. Measurement Indicators (According to Sunaryo 2013:138)

- a. Tourism Infrastructure
- b. Public infrastructure
- c. Infrastructure related to order and security
- d. Tourism facilities
- e. Basic facilities
- f. Complementary means.

### 4. Attractions and Uniqueness

Attraction and Uniqueness is something that has several qualities that are able to bring about behavior that causes adient behavior, namely the tendency to approach the source (P. Chaplin, 2008) Measurement indicators:

- a. Something to see
- b. Something to do
- c. Something to buy

## D. Data and data collection techniques

### 1. Information sort

#### a. Essential information

Essential information is information gotten from information sources straightforwardly by analysts within the shape of surveys conveyed to respondents.

#### b. Auxiliary Information

Auxiliary information is information gotten by analysts from library inquire about, address materials related to the issue that's the question of inquire about.

### 2. Information collection procedures

#### a. Perception

To be specific making coordinate perceptions of the protest beneath consider. Analysts conducted perceptions with respect to buyer exercises.

#### b. Survey

Specifically by conveying a list of questions to respondents to get information. Some time recently analyzing, to begin with convey a list of questions to respondents with the accessible reply choices. In this study, the level of appraisal was employing a Likert Scale as takes after (Sugiyono, 2001: 14):

Employing a scale arrange of 5, specifically:

- 1, 2, 3, 4 and 5 with the taking after criteria:
- The choice of unequivocally concur is given a score of 5
- The concur choice is given a score of 4
- The impartial choice is given a score of 3
- The oppose this idea choice is given a score of 2
- The choice of emphatically oppose this idea is given a score of 1

**c. Meet**

Analysts moreover used the meet strategy to gather information. Analysts conducted interviews with guests to the Waduk Gajah Mungkur.

**3. Information Investigation Strategies****a. Test questionnaire****1). Validity test**

Legitimacy may be a measuring instrument to see or discover out whether a survey can be utilized to degree the genuine condition of the respondent. To test the legitimacy of the respondent's condition, the Pearson Item Minute relationship equation is utilized. In the event that the calculated  $r$  is more noteworthy than the table  $r$  or the  $r$  esteem is positive and littler than 0.05 at that point the thing or address or marker is declared substantial. (Ghozali, 2005: 45).

**2). Unwavering quality Test**

Unwavering quality is an record that appears the degree to which a measuring instrument can be trusted or depended upon and the degree to which estimation comes about are steady when carried out 2 or more times on the same wonder, with the same measuring instrument. The comes about are appeared by an file that appears how solid the measuring instrument is. To degree the unwavering quality of measuring rebellious, the Cronbach Alpha procedure is utilized.

A develop or variable is said to be a variable in case it gives a Cronbach Alpha esteem  $> 0.60$ . (Ghozali, 2005:42)

**b. Theory test****1) Relapse Examination**

Relapse examination in insights may be a strategy for deciding cause-and-effect connections between one variable and another variable. The "causal" variable is called by different terms: illustrative variable, illustrative variable, autonomous variable, variable This variable can be a arbitrary variable, but the variable influenced must continuously be random. Relapse investigation is one of the foremost popular and broadly utilized investigations. Relapse investigation is broadly utilized to form predictions and figures, with its utilize being complementary to the field of machine learning. This investigation is additionally utilized to get it which autonomous factors are related to the subordinate variable, and to decide the shapes of these connections.

**2) t test**

To decide the noteworthiness of the impact of the independent variable on the subordinate variable somewhat. On the off chance that the centrality esteem is 0.05 at that point  $H_0$  is acknowledged so that there's no noteworthy impact of the free variable on the subordinate variable. By comparing the calculated  $t$  esteem with the table  $t$  esteem, it can be decided whether  $H_0$  is rejected or acknowledged.

**3) F Test**

The F test is utilized to decide the importance of the impact of the free variable on the subordinate variable at the same time.

**Testing steps:****a). Decide the theory**

Testing steps:

**a). Determine the hypothesis**

$H_0: \beta_1 = \beta_2 = \beta_3 = 0$  (There is no joint significant influence

between the independent variables on the dependent variable)  
 $H_a: \beta_1 \neq \beta_2 \neq \beta_3 \neq 0$  (There is a joint significant influence between the independent variables on the dependent variable)  
 Significance.

If the significance value is  $< 0.05$  then  $H_0$  is rejected so that there is a significant influence of the independent variable on the dependent variable.

If the significance value is  $> 0.05$  then  $H_0$  is accepted so that there is no significant influence of the independent variable on the dependent variable.

**b). F esteem calculation**

In guideline, the F test points to decide the impact of 2 autonomous factors on the subordinate variable. There are two ways that can be utilized to discover out whether or not there's a significant impact within the F test. The primary way, able to compare the calculated F esteem with the table F esteem. In the mean time, within the moment strategy, we will too compare the importance esteem or likelihood esteem of the SPSS comes about, whether the importance esteem is more noteworthy or littler than the factual standard esteem, specifically 0.05.

**c). Conclusion**

The F esteem is calculated utilizing the table F esteem, so it can be decided whether  $H_0$  is rejected or acknowledged.

**4) Coefficient of Assurance**

The coefficient of assurance or regularly called R Square is translated as the commitment of impact given by the free variable (X) to the subordinate variable (Y). The esteem of the coefficient of assurance (R Square) can be utilized to foresee how much impact the free variable (X) will contribute to the subordinate variable (Y) given that the comes about of the F test within the relapse are noteworthy. On the other hand, in case the comes about within the F test are not noteworthy at that point the coefficient of assurance esteem cannot be utilized to anticipate the commitment of variable X to variable Y.

**1. Problem formulation**

How can the tourism potential of Gajahmungkur be created and advanced to extend visitor visits and support the nearby economy within the Gajahmungkur Store region, Wonogiri?.

**2. Literature search****A. Electronic Word of Mouth****1. Definition of Electronic Word of Mouth****a. Stages of Electronic Word of Mouth**

Stages of Electronic Word Of Mouth. The three stages of electronic word of mouth concurring to Sumardi (Andriyanto, 2010) in Irma (2016) are TAPS or Talking, Advancing, Offering:

**1) Talking****2) Advancing****3) Offering**

The targets of holding tourism advancements (in Liga & Vanny, 2015: 158) incorporate a few things as takes after:

- a) Educating approximately tourism items, changes in costs of administrations given, adjusting off-base data, lessening buyers' fears or concerns and the company's picture.
- b) Influencing target clients (potential visitors) to form

choices almost certain tourism items, empowering potential visitors to purchase tourism items right absent and changing the recognition of potential sightseers towards the items delivered or advertised.

### c) Reminding which incorporates

- Remind buyers that the item in address is required
- Remind buyers of places that offer company items
- Make buyers keep in mind indeed in the event that there's no publicizing campaign
- Keeping up that the buyer's to begin with memory falls on the company's items.

## b. Electronic Word of Mouth Measurements

Electronic Word Of Mouth is partitioned into a few measurements. Goyette *et al.* (2010) partition e-WOM into three measurements, to be specific:

### 1) Escalated

Escalated in e-WOM is the number of conclusions composed by customers on social organizing locales (Liu, 2006). Inquire about conducted by Goyette *et al.* (2010) partitioned concentrated markers as takes after:

- Recurrence of getting to data from social organizing locales.
- Recurrence of interaction with social organizing location clients.
- The number of surveys composed by clients of social organizing locales.

### 2) Valence of Supposition

May be a consumer's conclusion, whether positive or negative, around a item, benefit or brand. Valence of Supposition has two characteristics, to be specific negative and positive. Valence of Supposition incorporates:

- Positive comments from clients of social organizing destinations
- Proposals from social organizing location clients.
- Substance

Is the data substance of social organizing locales related to items or administrations. Data with respect to nourishment varieties, quality data, data with respect to the costs advertised.

In a diary composed by Nurul Retno Hapsari, Nawazirul Lubis, Widiartanto (2013), the electronic word of mouth variable entitled "The Impact of Tourism Item Properties and Electronic Word of Mouth on the Choice to Visit the Umbul Sidomukti Tourism Protest, Semarang Rule", E-WOM has an impact which is positive and noteworthy for the choice to visit. Separated from that, within the diary Sang Putu Angga Mahendra Putra (2016) the electronic word of mouth variable with the title "The Impact of E-WOM on Goal Picture, Fulfillment and Dependability" (Ponder on Tourist Visits in DIY) incorporates a positive and significant impact on visitor dependability in visit.

Social media could be a collection of internet-based applications that construct on the ideological and mechanical establishments of the web that empower the creation and trade of user-generated substance (Paquette, 2013). Social media has created from being fair a put for social contact, it has presently ended up a put for buyers to urge data approximately companies and items being sold (Paquette,

2013). Social media has solid substance control as a reference for shoppers in getting data around a item or benefit. The control of substance and discussions that happen on social media empowers numerous companies to use it as a communication device in promoting company products or administrations. Through social media, companies can advance a item or benefit and shape a web community or gather for customers who just like the brand/product or benefit they utilize (Kaplan and Haenlein, 2010).

The presence of these online communities or bunches will empower electronic social intuitive to happen which can empower e-WOM. For this reason, the primary speculation in this investigate is:

H1: Electronic Word of Mouth impacts the choice to visit Waduk Gajah Mungkur.

## B. Facilities

### 1. Office Definition

Traveler offices are components in a goal that empower visitors remaining in that goal to appreciate or take part within the attractions advertised (Suharto, 2016)

Traveler offices are characterized as "A alluring or valuable highlight or office of a building or put: the property is arranged in a helpful area, near to all nearby comforts". comfortable and near to all other neighborhood comforts (Oxford word reference, 2002)

Traveler offices are supporting administrations that are continuously prepared to be utilized by sightseers and these administrations offer quality and costs that suit tourists' needs. This hypothesis appears that visitor offices are an vital thing that visitors require (Mili 2000: 300).

Comforts or traveler offices that are not specifically related to tourism but are regularly portion of tourists' needs. The work of amenities is to meet the requirements of sightseers whereas remaining briefly within the traveler region they are going by. One of the variables that can empower visitors to carry out traveler exercises is the presence of traveler offices that make traveling less demanding.

### 2. Different Offices

Subsequently, in tourism improvement, it is fundamental to pay consideration to whether a visitor fascination has visitor offices that bolster the requirements of visitors.

Agreeing to (Tjiptono, 1997) all offices incorporate:

- Office conditions, is making a great or smooth circumstance or conditions for guests when getting a charge out of the offices.
- Completeness of offices, is everything that has been balanced and so on for guests to appreciate.
- Interior and outside plan could be a shape of building course of action both interior and exterior that's adjusted to its work and conditions.
- Cleanliness of offices could be a condition that agreeing to human information is considered to not contain stains or earth within the encompassing environment. In the mean time, concurring to Suro Subroto, offices are anything that can encourage and speed up the execution of a commerce, which can be within the frame of objects or cash. Offices are offices and foundation that back the operations of visitor attractions to oblige all visitor needs, not straightforwardly driving development but creating at the same time or after the fascination creates (Spilane, 1994)

### 3. Tourist Facilities Sections

Offices are gathered into three parts, to be specific (Mukhlas, 2008)

- a. Fundamental offices are offices that are truly required and felt to be exceptionally vital whereas guests are at a visitor fascination, such as remaining overnight (staying), eating and drinking (nourishment and refreshment) and administrations.
- b. Supporting offices, offices which in extent complement the most offices so that sightseers will feel more at domestic, such as street get to, transportation, places offering fuel, power and clean water.
- c. Supporting offices are physical assets that must exist some time recently a benefit can be advertised to buyers, such as data centers, which energize traveler entries in a visitor goal.

It is exceptionally vital to pay consideration to the quality of visitor offices since visitors will feel exceptionally fulfilled and comfortable traveling in case they are bolstered by offices that are simple, secure, comfortable and can back all their needs and wants whereas traveling.

In a diary composed by Rosita, Sri Marhanah, and Woro Hanoum Wahadi (2016) entitled "The Impact of Tourism Offices and Benefit Quality on Guest Fulfillment at Ragunan Natural life Stop, Jakarta", offices have a main attraction at TMR. Within the diary Rezki Teguh Sulisyana, Djahur Hamid, and Devi Farah Azizah (2015), the office variable entitled "The Impact of Traveler Offices and Costs on Customer Fulfillment" (Consider at Creature Historical centers), offices have a mostly critical impact on shopper fulfillment.

Offices can at the same time have a noteworthy impact on customer fulfillment. This can be in understanding with the opinion of Suwanto (2004) <sup>[30]</sup> who accepts that a few variables required by sightseers at a visitor fascination are traveler offices and cost. Offices are too one of the things utilized as fabric for tourists' evaluation of what is displayed by a traveler fascination (Suwanto, 2004) <sup>[30]</sup>. Customer appraisals of the offices at a traveler fascination are ordinarily related to fulfillment after going by the traveler fascination. That's why the moment speculation of this investigate is: H2: Offices impact the choice to visit Waduk Gajah Mungkur

### C. Attractions and Uniqueness

#### 1. Definition of Attractions and Uniqueness

Traveler goals are distinctive geographic regions or zones inside one or more authoritative districts in which there are components of traveler fascination. Concurring to Darsoprajitno (2002), the contrasts in characteristic components, community culture and built components in each half of the globe that invigorate a individual or gather of individuals who visit them are at that point created for tourism purposes and are called visitor attractions.

Visitor attractions are anything that has engaging quality, uniqueness and tall esteem which is the objective of visitors coming to a specific zone (Suryadana, 2015).

Attractions or visitor attractions are characterized as anything that can fulfill wants of tourists' tourism thought processes, such as recreational thought processes, social thought processes, self-development thought processes beginning from common, social or man-made (counterfeit) riches which is the target of traveler visits (Soekadijo, 2000).

Visitor fascination can be clarified as anything that has uniqueness, magnificence and esteem within the frame of a differing qualities of common, social and human assets which is the target or reason of traveler visits (Law of the Republic of Indonesia Number 10 of 2009)

The criteria for the quality of a great fascination relate to the taking after four things:

Uniqueness, characterized as a combination of irregularity and special fascination characteristic in a visitor fascination. Inventiveness or validity reflects validity or immaculateness, specifically the degree to which a item isn't sullied by or does not receive diverse models or values with its unique esteem, Genuineness alludes to validity, the contrast is that genuineness is more regularly related with the uniqueness or exoticism of culture as a traveler fascination. Item differences implies the differing qualities of items and administrations advertised (Damanik and Weber, 2006). Sightseers must be given a wide choice of items and administrations of changing quality.

Common attractions are anything that has uniqueness, magnificence, authenticity and esteem within the shape of a differences of normal riches which is the target or reason of visitor visits (Indonesian Law Number 10 of 2009 concerning Tourism).

#### 2. Various attractions and unique features

Based on the time of utilize, attractions are isolated into 2, counting non-moving common attractions where visitors can utilize them specifically without having to hold up, for illustration: shorelines, mountains, slopes, normal caves and so on. In the interim, what is implied by moving normal attractions which visitors ought to hold up for or not instantly utilize are: movement of wild creatures, the marvel of radiant magma, the blossoming of certain vegetation and other special characteristic marvels (Sammeng, 2001). Normal attractions ought to have the taking after criteria (Sammeng, 2001):

- a. Data perspective
- b. Viewpoints of differences
- c. Excellence and uniqueness
- d. Natural life enterprise
- e. Climbing enterprise
- f. Accessibility of a characteristic biological system

Be that as it may, traveler attractions that rely on nature are frequently combined with other traveler attractions within the shape of "uncommon intrigued attractions". Uncommon intrigued attractions are characterized as the improvement of 3 shapes of visitor attractions, to be specific: Characteristic, social and counterfeit visitor attractions (Darsoprajitno, 2002)

In guideline, special interest tourism is related to experience. Sightseers can physically deplete their vitality and there's an component of challenge that must be carried out since this shape of tourism is regularly found in inaccessible ranges, such as exercises: following, climbing, mountain climbing, waterway rafting and others.

Uncommon intrigued tourism is additionally related with endeavors to improve encounters or improving for visitors who travel to regions that are still untouched or to ranges that are still normal.

#### 3. Criteria for Attractions and Uniqueness

There are a few criteria concurring to Fandeli and Sudana

(2013) which can be utilized as rules in deciding a shape of uncommon intrigued tourism, to be specific:

- a. Learning, tourism which is based on the component of learning.
- b. Fulfilling, tourism that incorporates components of giving grants.
- c. Improving, tourism that incorporates openings for improving information between visitors and the community.
- d. Adventuring, tourism that's designed and bundled to make an enterprise traveler fascination.

The definition of traveler fascination agreeing to specialists is exceptionally assorted. Be that as it may, it can be defined in a easier definition, that a traveler fascination is anything that has the magnificence and uniqueness of a put so that it gets to be a extraordinary attraction for sightseers to visit.

In hone, within the field of attractions and uniqueness, in some cases one goal has different sorts or a blend of visitor attractions that ended up one. For this reason, in taking an stock of different tourism components, a tourism master is required to have the capacity and sharpness in perusing the natural framework, which isn't inconceivable, in which different potential visitor attractions are covered up (Darsoprajitno, 2002).

Attractions and uniqueness are one of the key components that decide tourists' inspiration to travel and are crucial reasons why somebody chooses one goal and clears out another goal (Squat and Ritchie in Stevianus, 2014).

To attain greatest visitor fulfillment, an fascination or visitor fascination meets the necessities that the exercises and objects that constitute the fascination must be in great condition, the meaning of great condition is that the fascination is well kept up (Soekidjo, 2000). Separated from that, tourism advancement ought to be adjusted with the territory in an region, in agreement with Cok's recommendation in (Pitana, 2009) <sup>[17]</sup> which states that "Tourism improvement and improvement ought to be based on neighborhood shrewdness and uncommon neighborhood sense which reflects the special legacy and special environment".

Based on the master supposition over, visitor attractions are an vital viewpoint that a visitor goal, counting visitor towns, must have. The attractiveness of a traveler goal is additionally thought to be one of the variables that determines tourists' choices when going to a visitor goal.

Within the diary Sulfi and Ibnu (2016) the fascination variable with the title "The Impact of Attractions, Availability and Offices on the Picture of the Lake Tolire Besar Traveler Fascination in Ternate City", attractions have a noteworthy impact on the picture of the traveler fascination. So the higher the level of attractions a visitor fascination has, the way better the level of quality of the tourist attraction being overseen and within the conclusion it'll encourage make strides the picture of the Lake Tolire Besar traveler fascination, Ternate City.

Attractions or attractions are everything contained in a visitor fascination that draws in individuals to visit that put (Roger

and Slinn, 1998). That's why the third speculation in this investigate is:

H3: Attractions and uniqueness impact the choice to visit Waduk Gajah Mungkur.

#### D. Decision to Visit

##### 1. Definition of Going to Choice

Shopper choice making is an integration handle that combines information to assess two or more elective behaviors and select one of them (Diminish and Olson, 2000). Acquiring choices are a handle of making a decision by shoppers to form a buy after making different contemplations (Puspa *et al.*, 2016)

The choice to visit is straightforwardly related to what the visitor fascination to be gone to can offer so that it pulls in people's intrigued in traveling based on the impacts they get so they choose to visit. The decision to go on a traveler trip may be an obtaining choice that has a few adaptability (Mathueson & Divider in Pitana & Gayatri, 2009: 71) <sup>[17]</sup>, counting:

1. Intangible Items
2. Expansive buy esteem
3. Buys are not unconstrained
4. Visitors must visit the traveler goal straightforwardly
5. Long trips are considered portion of the tourism item that must be acquired.

##### 2. Choice Making Organize

The decision-making handle carried out by guests comprises of five stages, specifically:

- Acknowledgment of needs
- The require itself can be activated by inside and outside impacts (Kotler, 2009:20).
- Data Look
- Looking for data will grant rise to a few elective choices which then shape an evoked set.
- Assessment of Elective Choices
- Shoppers will hunt for item benefits and look at item traits. Besides, customers will grant diverse weights to each item property agreeing to their significance (Simmora, 2003:15).
- Buying choice
- Amid the assessment prepare, customers will shape inclinations among existing elective choices (Kotler, 2010:167). In case a product/service can meet wants of consumers, they will take activity to purchase the product/service.
- Post-Purchase Behavior In case customers are fulfilled, there will be a plausibility to utilize the item again.

##### 3. Different Viewpoints on Going by Choices

The human demonstrate may be a show of choice behavior of an person based on four viewpoints, specifically (Schiffman and Kanuk, 2012):

- a. Financial Man
- b. Detached Man
- c. Cognitive Man
- d. Passionate Man

### 3. Results and Discussion

#### 1. Results

**Table 1:** Results of Multiple Linear Regression Test

Variable	B	t-value	p-value
Constant	-1.494	-0.411	0.683
Electronic Word of Mouth	0.416	2.856	0.006
Facilities	0.265	2.028	0.048
Attractions and Uniqueness	0.371	2.098	0.041

- R<sup>2</sup>: 0.452
- Adjusted R<sup>2</sup>: 0.416
- F-value: 12.645
- Significance (Sig.): 0.000

Source: Processed Primary Data.

Based on the table above, the following regression equation is obtained:

$$Y = -1.494 + 0.416 X_1 + 0.265 X_2 + 0.371 X_3$$

- a = Steady of -1.494 states that in case there's no electronic word of mouth, offices, attractions and uniqueness, at that point tourists' choices to visit Waduk Gajah Mungkur will decrease/decrease by -1.494.
- The Electronic Word of Mouth relapse coefficient is 0.416, indicating that it incorporates a positive impact on tourists' choices to visit Waduk Gajah Mungkur. The more electronic word of mouth is 1%, the more tourists' choice to visit the Waduk Gajah Mungkur is 0.416
- The relapse coefficient for offices is 0.265, showing that it incorporates a positive impact on tourists' choices to visit the Waduk Gajah Mungkur. The more offices accessible at Waduk Gajah Mungkur by 1%, the more tourists' choice to visit Waduk Gajah Mungkur is 0.416.
- The relapse coefficient for attractions and uniqueness is 0.416, demonstrating that it features a positive impact on tourists' choices to visit the Waduk Gajah Mungkur. The more attractions and uniqueness that exist within the Waduk Gajah Mungkur by 1%, the more tourists' choice to visit the Waduk Gajah Mungkur is 0.416

#### a. t test

This test is carried out to test each free variable separately (in part), specifically by looking at the impact esteem of each free variable on the subordinate variable. With a importance level of 95% or 0.05.

**Table 2:** t-Test Results

Description	t-count	t-table	p-value	α (sig.)
Electronic Word of Mouth	2.856	1.676	0.006	0.05
Facilities	2.028	1.676	0.048	0.05
Attractions and Uniqueness	2.098	1.676	0.041	0.05

Source: Processed Preliminary Information.

- The Impact of Electronic Word of Mouth on Tourists' Going to Choices to Waduk Gajah Mungkur.
- Based on table 4.12 for the Electronic Word of Mouth variable, the t-value is 2.856 > ttable 1.676 and the p-value is 0.006 < α = 0.05, H0 is rejected, so it can be concluded that Electronic Word of Mouth is exceptionally compelling on tourists' choice to visit Waduk Gajah Mungkur.
- The Impact of Offices on Tourists' Going to Choices to Waduk Gajah Mungkur.
- Based on table 4.12 for the Offices variable, the t-value

is 2.028 > ttable 1.676 and the p-value is 0.048 < α = 0.05, H0 is rejected, so it can be concluded that Offices have a huge impact on tourists' choice to visit Waduk Gajah Mungkur.

- The Impact of Attractions and Uniqueness on Tourists' Choices to Visit Waduk Gajah Mungkur.
- Based on table 4.12 for the Fascination and Uniqueness factors, the t-value is 2.098 > ttable 1.676 and the p-value is 0.041 < α = 0.05, H0 is rejected, so it can be concluded that Fascination and Uniqueness are exceptionally powerful on tourists' choice to visit Waduk Gajah Mungkur.

#### b. F test

The F-test, or concurrent test, is utilized to decide whether all the autonomous factors included within the relapse show have a noteworthy joint impact on the subordinate variable. In this ponder, the free factors are \*Electronic Word of Mouth, Offices, and Attractions and Uniqueness, whereas the subordinate variable is tourists' choice to visit the Gajah Mungkur Wonogiri Store.

Based on the comes about of the F-test displayed in Table 4.13, the F-count esteem is 12.645 with a importance esteem (p-value) of 0.000. This esteem is littler than the foreordained centrality level of α = 0.05. Since the p-value < 0.05, it can be concluded that the three free factors have a noteworthy synchronous impact on tourists' choice to visit.

In other words, the combination of Electronic Word of Mouth, Offices, and Attractions and Uniqueness together are able to clarify the varieties that happen in tourists' choices to select the Gajah Mungkur Wonogiri Supply as a traveler goal. This shows that these three components play an vital part in pulling in visitor visits.

#### c. R2 Test (Coefficient of Determination)

The coefficient of assurance test (Balanced R<sup>2</sup>) is utilized to degree how much of the variety within the subordinate variable can be clarified by all the independent factors included within the relapse demonstrate. Balanced R<sup>2</sup> could be a adjusted adaptation of R<sup>2</sup> that takes into consideration the number of independent variables and the test measure, making it more precise for speaking to the quality of the relapse demonstrate particularly when there's more than one autonomous variable.

The value of Balanced R<sup>2</sup> ranges from to 1. The closer it is to 1, the superior the show is in clarifying the varieties within the subordinate variable. A moo value indicates that the show isn't viable in clarifying the changes within the subordinate variable.

Based on Table 4.12, the Balanced R<sup>2</sup> esteem is 0.416, which implies that roughly 41.6% of the variety within the tourists' choice to visit the Gajah Mungkur Wonogiri Store can be clarified by the three free factors:

Electronic Word of Mouth, Offices, and Attractions and Uniqueness. In the interim, the remaining 58.4% is affected by other variables that were not included in this think about, such as estimating advancements, climate conditions, financial circumstance, past travel encounters, or social and social components.

In this way, in spite of the fact that the relapse demonstrate is decently solid in clarifying the dependent variable, there's still room for encourage investigate to include additional significant factors in arrange to obtain more comprehensive comes about.

#### 4. Discussion

1. The impact of electronic word of mouth on tourists' choice to visit Waduk Gajah Mungkur.

From the investigate comes about, it was found that Electronic Word of Mouth enormously impacts tourists' choices to visit Waduk Gajah Mungkur.

In understanding with the Service of Communication and Data (Kemeninfo, 2013) which uncovered that the web in Indonesia in 2013 come to 63 million individuals. This esteem has expanded by 58% compared to 2012. The advancement of progressively advanced innovation went with by the utilize of the web within the promoting prepare makes it less demanding for clients to interact with each other additionally share data around their encounters by means of social media.

In agreement with the supposition of (Evans and McKee, 2010) which states that customers can moreover take advantage of other people's encounters some time recently acquiring or employing a item or benefit. Social media could be a communication space for association with each other in the internet.

In agreement with investigate conducted by Diansyah and Ayu Indah Nurmalsari (2017) with the title "The Impact of Web Showcasing and Electronic Word of Mouth on Obtaining Choices with Brand Mindfulness as demonstrated by the comes about of Electronic Word of Mouth which encompasses a exceptionally solid impact on acquiring choices."

In understanding with investigate conducted by Jimenez and Mendoza (2013) appears that e-WOM has an impact on buyer behavior some time recently customers choose to purchase or utilize a item or benefit.

In inquire about, Electronic Word of Mouth is exceptionally persuasive since in this present day period, numerous individuals who go on visit straightforwardly transfer it to social media, so it is seen by numerous other individuals. So numerous individuals are fascinated by this put and decide to visit it. The same thing with the Waduk Gajah Mungkur visit.

#### 2. The influence of facilities on tourists' decision to visit Waduk Gajah Mungkur

From the inquire about comes about, it was found that offices incredibly impact tourists' choices to visit Waduk Gajah Mungkur.

In agreement with hypothesis (Umar, 2003) which clarifies that offices are closely related to the arrangement of shopper discernments of the company and these client discernments will shape buyer choices. Offices must be total, well kept up, simple to utilize and work well so that customers can utilize them effectively.

In understanding with investigate conducted by Stevianus (2014) entitled "The Impact of Traveler Attractions, Offices and Benefit Quality on Guest Fulfillment at Ragunan Natural life Stop, Jakarta" which appears that offices have a critical impact on guest fulfillment. The numerous offices accessible at the Waduk Gajah Mungkur visitor fascination make guests more comfortable when going to the Waduk Gajah Mungkur traveler fascination. A few of the offices within the Waduk Gajah Mungkur area include two entryways which is able make it simpler for visitors to enter the Waduk Gajah Mungkur visitor fascination. In case during the holidays there are parcels of sightseers going to, we do not have to be line long since there are two entrance doors. The following office may be a put of adore, with the offices of a put of revere,

guests who need to revere will be calmer, now not have to be hunt for a put of revere somewhere else. The next facility could be a put to eat and gifts, with a put to eat and gifts, we do not have to be bother bringing arrangements for guests who are found exterior the Wonogiri zone and for visitors who need to purchase gifts as trinkets, at the protest Mungkur Elephant Store tourism has given stands for trinkets. And there are numerous other offices.

3. The influence of attractions and uniqueness on tourists' decisions to visit Gajah Muungkur Reservoir.

From the investigate comes about, it was found that attractions and uniqueness impact tourists' choices to visit the Waduk Gajah Mungkur.

In agreement with Suryadana's (2015) hypothesis, traveler attractions are anything that has engaging quality, uniqueness and tall esteem which is the objective of visitors coming to a specific zone. James Spilane (1987) expressed that a visitor fascination is the allure of a tourism question or the creative generation of a specific zone which can pull in remote visitors to visit that visitor spot.

Agreeing to inquire about conducted by Stevianus (2014) entitled The Impact of Traveler Attractions, Offices and Benefit Quality on Guest Fulfillment at Ragunan Natural life Stop, Jakarta, the comes about of traveler attractions have a really critical impact on guest fulfillment.

In understanding with inquire about conducted by Adhiyatma Firmansya (2016) entitled The Impact of Area, Cost, Offices and Benefit Quality on Shopper Fulfillment (Case Think about at Soto Seger Mbok Giyem Sukoharjo Department). That the offices enormously impact customer fulfillment for Mbok Giyem new soto items, Sukoharjo Department.

At the Waduk Gajah Mungkur visitor fascination, there are a few attractions and special highlights given. Like different sorts of social attractions, separated from the sees advertised, the Waduk Gajah Mungkur visitor fascination moreover gives social attractions that sightseers can appreciate whereas at the Waduk Gajah Mungkur traveler fascination, such as mass ruwatan, carnivals, legacy jamasans, brilliant soil aid ceremonies which are routinely held each year. So that sightseers who visit there can pick up understanding into the encompassing culture.

#### 5. Conclusion

Based on the results of the research and discussion, the following conclusions were obtained:

##### a. Conclusion on the Impact of Electronic Word of Mouth:

Electronic Word of Mouth is proven to have a significant influence on tourists' decisions to visit the Gajah Mungkur Reservoir. This is indicated by the t-value of 2.856, which is greater than the t-table value of 1.676, and a p-value of 0.006, which is smaller than the significance level of 0.05. Therefore,  $H_0$  is rejected, and it can be concluded that Electronic Word of Mouth significantly encourages tourist interest in visiting.

##### b. Conclusion on the Impact of Facilities:

The available facilities at the tourist destination significantly influence tourists' decisions to visit the Gajah Mungkur Reservoir. The t-value of 2.028 > t-table 1.676 and the p-value of 0.048 < 0.05 indicate that  $H_0$  is rejected. Hence, it can be concluded that good facilities contribute significantly to attracting tourists.

c. Conclusion on the Impact of Attractions and Uniqueness: Attractions and uniqueness of the destination have a significant influence on tourists' decisions to visit. This is shown by the t-value of  $2.098 > t\text{-table } 1.676$  and a p-value of  $0.041 < 0.05$ , resulting in the rejection of  $H_0$ . Therefore, it can be concluded that attractions and uniqueness significantly affect tourists' decisions to visit the Gajah Mungkur Reservoir.

## B. Managerial Implications

1. Electronic Word of Mouth includes a positive influence on going to choices, which suggests that increasingly positive information is circulating on social media, in this way expanding customer going to choices. This can be based on the reality that progressively modern innovative improvements are went with by web utilize which has entered all of society from from little to grown-up makes it less demanding for everybody to get to the web agreeing to their person needs, so that the promoting handle makes it less demanding for clients to associated with each other. Shoppers can moreover share data approximately their encounters by means of social media. Traveler fascination directors ought to oversee and screen electronic word of mouth so that data circulating is kept up.
2. Offices have a positive impact on the choice to visit, meaning that the superior and more complete the offices at a traveler fascination, the higher the tourist's choice to visit. Offices are an imperative thing that has to be considered whether a traveler fascination is worth going to or not. Customers unquestionably sort and select whether the visitor attractions they visit have offices that bolster tourists' needs. Great condition of offices, completeness of offices, cleanliness are critical things. Supervisors must be able to progress the quality of these traveler attractions according to customer needs.
3. Attractions and uniqueness have a positive influence on the choice to visit. Traveler attractions are the uniqueness of a traveler fascination so that it can draw in sightseers to visit it. A visitor fascination can be said to have attractions and uniqueness in case it can fulfill visitor thought processes such as amusement thought processes, social thought processes, and self-development thought processes starting from common or man-made riches. The administration must pay consideration to and keep up the uniqueness of a traveler fascination so that it gets to be a extraordinary fascination for visitors.

## C. Research Limitations

1. Analysts as it were look at traveler choice variables to visit based on electronic word of mouth, offices, attractions and uniqueness.
2. Analysts included a restricted number of inquire about subjects, so the comes about cannot be generalized to a expansive bunch of subjects.

## D. Recommendations

1. For Assist Analysts  
Future analysts who are fascinated by analyzing the choice to visit a traveler fascination can utilize and include other free factors
2. For Waduk Gajah Mungkur Traveler Fascination Supervisors

Directors are exhorted to advance the Waduk Gajah Mungkur traveler fascination more frequently, such as advancing it through the web, site or other social systems so that more visitors visit. Including diversion rides, making more curiously occasions, and including offices that are not however accessible at the Mungkur Gajah Supply traveler fascination, such as offices for the elderly and individuals with incapacities.

## 6. Thank-You Note

We expand our true appreciation to past analysts who have made noteworthy commitments in enhancing the consider and understanding of tourism administration, especially those based on nearby potential and community inclusion. Their inquire about serves as a important establishment for future ponders and gives heading for defining feasible administration techniques.

We moreover express our trusts to future analysts to proceed this scholarly travel with more imaginative and collaborative approaches, extending the scope of inquire about in terms of technique as well as social and social settings. In-depth and relevant considers are basic to address the current challenges in tourism administration.

To policymakers and tourism directors, we trust this inquire about can serve as a reference in creating arrangements that back natural supportability, nearby community strengthening, and the change of tourism goal quality. Collaboration between inquire about and policy-making will be the key to realizing reasonable, comprehensive, and maintainable tourism administration.

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