

From Appeal to Action: The Role of Motivation in Mediating the Effect of Attraction, Accessibility, and Service on Visit Decisions

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Abstract

The tourism industry drives the country's economic acceleration. By creating better jobs, it will generate entrepreneurship and innovation which shows that the tourism sector is dynamic. Through this the tourism industry has encouraged the acceleration of a country's economy. The research conducted has the effect of attraction, accessibility, and tourist services on visit decisions through role motivation as a mediating variable at the Gedong Songo Temple Tourism Object. The study used a quantitative method, data collection methods through surveys by distributing questionnaires via google form to respondents. The sampling technique used non-probability sampling with purposive sampling with a total of 100 respondents. Data analysis was carried out using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4.0 software. This study found that attractiveness positively and critically impacts the role motivation, with t-value of 2.912 > 1.96 and significance value of 0.004 < 0.05. The variable accessibility influences positively and significantly on role motivation, with t-value of 4.117 > 1.96 and significance value of 0.000 < 0.05. Then tourist services have a positive and significant effect on role motivation, with t-value of 3.000 > 1.96 and significance value of 0.003 < 0.05, attraction influences positively and significantly on visit decisions with t-value of 2.547 > 1.96 and significance value of 0.011 < 0.05, accessibility influences positively and significantly on visit decisions with t-value of 2.072 > 1.96 and significance value of 0.038 < 0.05, then tourist services are positively and significantly influenced visit decisions, with t-value of 2.923 > 1.96 and significance value of 0.003 < 0.05. The variable role motivation influences positively and significantly on visit decisions with t-value of 3.312 > 1.96 and significance value of 0.001 < 0.05. Furthermore, attraction positively and critically impacts the visit decisions mediated by role motivation with t-value of 2.487 > 1.96 and p-value of 0.013 < 0.05, accessibility positively and critically impacts the visit decisions through role motivation with t-value of 2.190 > 1.96 and p-value of 0.029 < 0.05, role motivation mediates tourist services positively and significantly on visiting decisions with t-value of 2.113 > 1.96 and p-value of 0.035 < 0.05.

Keywords: *Attraction, Accessibility, Tourist Services, Role Motivation, Visit Decision*

INTRODUCTION

The tourism industry drives the country's economic acceleration. By creating better jobs, it will generate entrepreneurship and innovation, which shows that the tourism sector is dynamic. Dynamic here means that by providing new business opportunities as well as a great challenge to increase competitiveness by innovating creatively in the tourism industry. Through this, the tourism industry has encouraged the acceleration of a country's economy (Martaleni et al., 2021). Destination competitiveness can be improved by increasing destination attractiveness and proper service performance to provide satisfaction to customers, this can encourage tourists not only to revisit a destination but also to recommend it to others (Singgih et al., 2023). Tourists certainly have a variety of needs and desires when visiting a tourist spot which needs to be a concern for tourism managers (Camilleri, 2018).

In choosing a tourist destination, attraction is a factor that has a great influence and has a tremendous impact on the economy. Tourism can be built based on the characteristics of natural tourism, then cultural tourism can be described as magic, authenticity, discovery, relaxation, and knowledge (Martaleni et al., 2021). To measure the competitiveness of a tourist destination, attraction is the main factor in promoting tourism (Singgih et al., 2023). Attraction affects the decision to visit tourist destinations (Brian & Kurniawan, 2023). Tourist attraction have a positive

influence on visit decisions (Dayrobi & Raharjo, 2020). However, in contrast to research conducted (Yuliviona et al., 2021) and (Putri et al., 2021) has the result that attraction has no effect on visiting decisions.

The role of a tour has an influence in meeting the needs, desires, and satisfaction of tourists, therefore it must always control the quality of service and pay attention to access and facilities. The factor that most influences tourist decisions is accessibility (Putriningsih et al., 2023). Accessibility have a direct impact on visit decisions (Martaleni et al., 2021). Similar results are also proven that accessibility have a significant impact on visit decisions (Mulyana et al., 2023).

Tourism is a service-oriented sector that is significantly influenced by the tourist experience of the quality of service provided to the facilities and services provided (Gani et al., 2019). Assessment (Manyangara et al., 2023) proves that service influences positively on interest in visiting again. Service have a significant impact on visit decisions (Kour et al., 2020). In contrast to the results of other studies that service has no significant impact on interest in revisiting (Faturrahman, 2024).

Motivation is also an important indicator of tourist actors, where motivation is the starting point for every tourist decision. Therefore, motivation triggers the evaluation that tourists can make of a destination (Pujiastuti et al., 2022). The most commonly accepted theory that explains travel motivation among other theories is the Push and Pull (Woo et al., 2018). Research (Putriningsih et al., 2023) proves that motivation positively and critically impacts the tourist satisfaction which affects visiting decisions. Motivation has a significant effect on the decision to visit tourist destinations (Vila et al., 2021). Motivation have a direct and positive impact on changing cognitive images pre and post visits (Beerli-Palacio & Martín-Santana, 2017).

There is research on the relationship between attraction and motivation. Research carried out by (Singgih et al., 2023) attraction has a direct effect on motivation. Research (Putri et al., 2021) proves that attraction has no significant impact on motivation. Research on the relationship between service and motivation conducted by (Singgih et al., 2023) that service has a direct effect on motivation, then the output of the study on the influence of attraction, motivation, and visiting decisions state that motivation does not directly mediate attraction on visiting decisions. Similar results were also generated from research (Martaleni et al., 2021) regarding the relationship between accessibility and motivation that accessibility does not directly have a significant effect on tourist motivation. Service is mediated by motivation on visiting decisions (Ho et al., 2022). In contrast to study (Singgih et al., 2023) that motivation does not directly mediate service to visiting decisions.

There is a leading icon of tourism in Semarang Regency, the Gedong Songo Temple. This temple complex is located at the foot of Mount Ungaran, precisely in Candi Village, Bandungan District. Based on research (Darmadji & Eka Fitria, 2024), tourist visits to Semarang Regency from 2018 to 2022 also fluctuated. Data obtained from the Semarang Regency Tourism Office (2025), it can be seen that visitors to the Gedong Songo Temple Tourism Object from year to year fluctuate, which means that visitors are not fixed or unstable. In 2020 the number of visitors was recorded at 321,071 people. Then, in 2021 it decreased with the number of visitors, namely 150,375 people with a total percentage of 53.16%. However, in 2022 the number of visitors increased with 426,361 people with a total percentage of 183.53%. And in 2023 it decreased with the number of visitors, namely 359,316 people with a total percentage of 15.736. Then in 2024 it decreased again with a number of 298,375 people with a total percentage of 16.96%. This phenomenon means that there is a fluctuation in the number of visitors to Gedong Songo Temple Tourism has decreased in 2021, 2023 and 2024. In previous research conducted by (Setiawan & Vanel, 2023) data was also presented showing a decline in visitor numbers in the previous year that is 2019-2021. This is in line with the data presented in this study, which shows that the number of visitors continues to decline.

RESEARCH METHODS

This study using a quantitative research method. In collecting data within this study using a questionnaire as primary data. Quantitative research is a method used to research a specific population or sample, collect data using research instruments, analyze quantitative or statistical data, and aim to test the established hypothesis (Sugiyono, 2020). The questionnaire is in the form of a list of questions via google form to be distributed to respondents. The population in this study were visitors to the Gedong Songo Temple Tourism Object whose numbers were not known with certainty, so the sample was determined using the Lemeshow formula. Based on the calculation results, the sample size was 96.04. In this research, the population is not known with certainty, so the sample is determined as many as 100 samples because it is considered to have met the minimum requirements of the Lemeshow formula to obtain representative and reliable analysis results. The entire population that became the research sample was selected using a non-probability sampling method with purposive sampling. The criteria for respondents in the study were (1) aged above or equal to 17 years; (2) had visited the Gedong Songo Temple Tourism Object. Data analysis was performed using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4.0 software. Data processing with a Likert scale with a scale of 1 to 5 consisting of; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree (Sugiyono, 2018).

Attraction is measured by five indicators (Singgih et al., 2023), namely: natural resources (natural attraction, protection, utilization, competitive advantage), historical and archaeological sites (historical tourist attractions, site maintenance, ease of understanding information, historical value as a competitive advantage, ease of obtaining information), artistic and architectural features (layout, architectural maintenance), cultural attraction (cultural attraction, preservation of culture, ease of understanding culture), events (event attraction, event suitability, event consistency). Accessibility is measured by four indicators (Martaleni et al., 2021), namely: distance, access to the location, transportation, and traffic flow. Tourist service is measured by three indicators (Singgih et al., 2023), namely: accommodation choice (accommodation, ease of booking, accommodation references), accommodation quality (quality of lodging, environmentally friendly lodging), service quality (reliability, performance, empathy, responsiveness, certainty), Role motivation is measured by three indicators (Singgih et al., 2023), namely: escape (leaving the routine for a moment, the desire to get a new atmosphere, curiosity), relaxation (increased relaxation, a sense of wanting to enjoy the environment), social (spending time, strengthening family ties). The visit decision variable is measured by five indicators (Singgih et al., 2023), namely: escape (leaving the routine for a moment, the desire to get a new atmosphere, curiosity), relaxation (increased relaxation, a sense of wanting to enjoy the environment), social (spending time, strengthening family ties).

Theoretical and empirical review basis described above, a conceptual framework can be developed as shown in Figure 1. This study uses three independent variables (attraction, accessibility, tourist services), one intervening variable (role motivation), and one dependent variable (visit decision) are used.

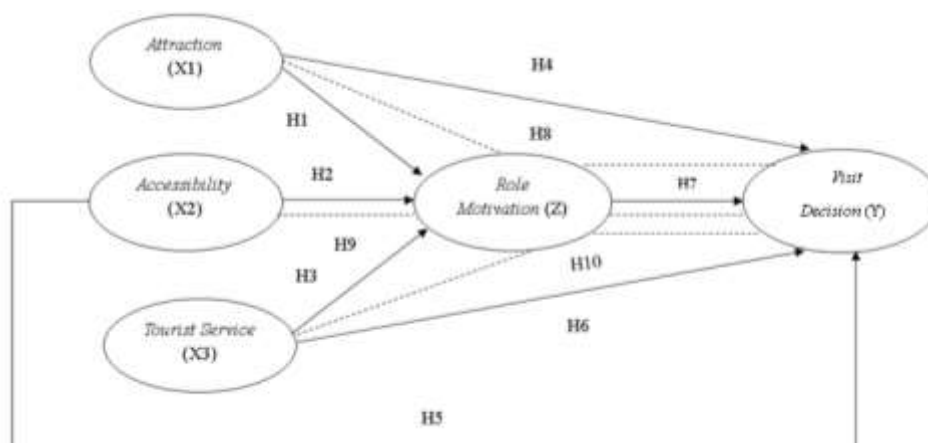


Figure 1. Research Framework

Based on the conceptual framework, the hypothesis being tested is:

- H1: Attraction influences positively and significantly on role motivation
- H2: Accessibility influences positively and significantly on role motivation
- H3: Tourist service influences positively and significantly on role motivation
- H4: Attraction influences positively and significantly on visit decision
- H5: Accessibility influences positively and significantly on visit decision
- H6: Tourist service influences positively and significantly on visit decision
- H7: Role motivation influences positively and significantly on visit decision
- H8: Attraction influences positively and significantly on visit decisions through role motivation
- H9: Accessibility influences positively and significantly on visit decisions through role motivation
- H10: Tourist service influences positively and significantly on visit decisions through role motivation

RESULT AND DISCUSSION

Respondent Description

Explains the demographic details of participants who completed the questionnaire using descriptive analysis. This survey was created specifically for visitors to the Gedong Songo Temple Tourism Object who have visited within the last 1 year. Gender, age, occupation, educational background, and frequency of visit are included in the respondents demographic profile.

Table 1. Respondent Demographics

Characteristic	Category	Frequency	Percentage
Gender	Male	15	15%
	Female	85	85%
Age	17-25	80	80%
	26-35	14	14%
	36-45	2	2%
	>45	4	4%
Occupation	Student	68	68%
	Civil Servant	4	4%
	Private Employee	11	11%
	Entrepreneur	3	3%

	Freelancer	4	4%
	Housewife	5	5%
	Health Worker	1	1%
	Educator	4	4%
	Retired	0	0%
	Police	1	1%
Educational Background	High School/Equivalent	32	32%
	Diploma	5	5%
	Bachelor's Degree	61	61%
	Postgraduate	2	2%
Frequency of Visit	1 Time	31	31%
	2 Times	19	19%
	3 Times	8	8%
	More Than 3 Times	42	42%

Source: Processed by researchers

As show in table.1, the majority of study participants are female (85%), between the ages of 17 and 25 (80%), employed as students (68%), have completed bachelor’s degree (61%), and the frequency of the number of visits is more than 3 times (42%).

Validity Test

Table 2. Outer Loading

	Attraction	Accessibility	Tourist Service	Role Motivation	Visit Decision	Result
AT1	0.894					Valid
AT10	0.840					Valid
AT11	0.869					Valid
AT12	0.865					Valid
AT13	0.909					Valid
AT14	0.886					Valid
AT15	0.836					Valid
AT16	0.882					Valid
AT17	0.801					Valid
AT2	0.871					Valid
AT3	0.882					Valid
AT4	0.801					Valid
AT5	0.882					Valid
AT6	0.895					Valid
AT7	0.875					Valid
AT8	0.878					Valid
AT9	0.912					Valid
AC1		0.758				Valid
AC2		0.894				Valid
AC3		0.892				Valid
AC4		0.886				Valid
TS1			0.907			Valid
TS10			0.880			Valid

TS2	0.888		Valid	
TS3	0.891		Valid	
TS4	0.882		Valid	
TS5	0.843		Valid	
TS6	0.883		Valid	
TS7	0.896		Valid	
TS8	0.901		Valid	
TS9	0.879		Valid	
RM1		0.862	Valid	
RM2		0.892	Valid	
RM3		0.889	Valid	
RM4		0.902	Valid	
RM5		0.917	Valid	
RM6		0.905	Valid	
RM7		0.912	Valid	
VD1			0.887	Valid
VD10			0.850	Valid
VD2			0.844	Valid
VD3			0.921	Valid
VD4			0.923	Valid
VD5			0.857	Valid
VD6			0.852	Valid
VD7			0.846	Valid
VD8			0.789	Valid
VD9			0.857	Valid

Source: Output SmartPLS 4.0 (2025)

Based on the table 2, it is shown that all indicators in the study have met the criteria for the outer loading value > 0.70 so that all indicators used have met convergent validity. The outer model design is used to connect independent variable to dependent variable and mediate. The design of the outer model can be described as follows.

Reliability Test

Table 3. Reliability Value

	Cronbach's alpha	Composite reliability	Result
Attaction	0.980	0.981	Reliable
Accessibility	0.880	0.918	Reliable
Tourist Services	0.969	0.973	Reliable
Visit Decisions	0.962	0.967	Reliable
Role Motivation	0.960	0.967	Reliable

Source: Output SmartPLS 4.0 (2025)

It is shown that all variables have a Cronbach's Alpha and Composite Reliability value of more than 0.7 so that it can be interpreted that the instruments in the research variables are reliable, accurate and consistent and have good reliability in measuring a construct.

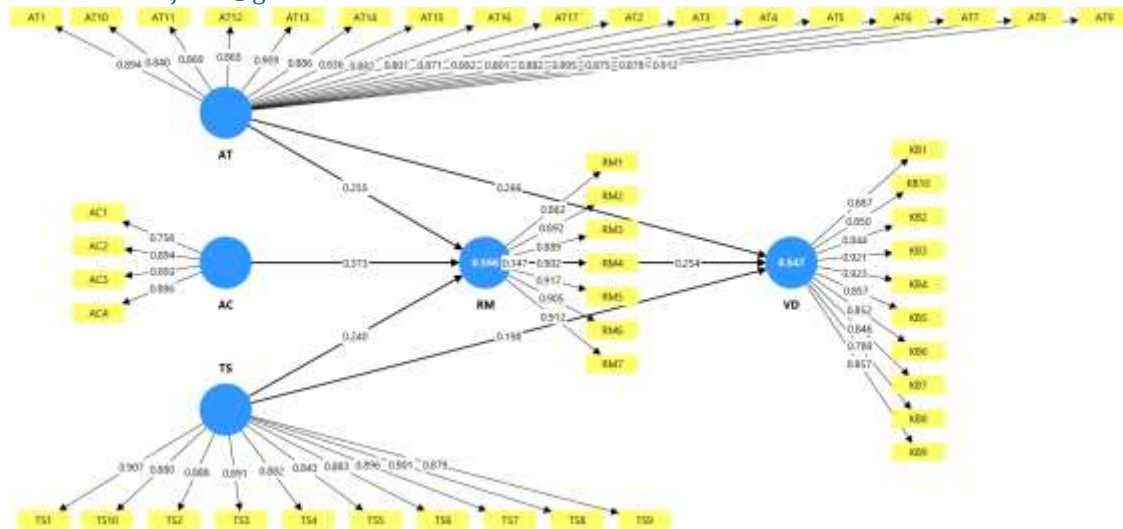


Figure 2. Outer Model SmartPLS 4.0

Hypothesis Testing

The direct effect hypothesis trial was conducted to see the effect between variables in the study. The direct effect test was carried out with the SmartPLS 4.0 program through bootstrapping and looking at the path coefficient which included the original sample, t-statistic and p-values. Original samples are used to see positive and negative effects. Meanwhile, t-statistics and p-values can be used to see significant or insignificant effects.

Table 4. Path Coefficient (Direct Effect)

	Original sample	T statistics	P values	Result
Attraction -> Visit Decisions	0.266	2.547	0.011	Accepted
Attraction -> Role Motivation	0.255	2.912	0.004	Accepted
Accessibility -> Visit Decisions	0.147	2.072	0.038	Accepted
Accessibility -> Role Motivation	0.373	4.117	0.000	Accepted
Tourist Services -> Visit Decisions	0.198	2.923	0.003	Accepted
Tourist Services -> Role Motivation	0.240	3.000	0.003	Accepted
Role Motivation -> Visit Decisions	0.254	3.312	0.001	Accepted

Source: Output SmartPLS 4.0 (2025)

Table 5. Indirect Effect

	Original sample	T statistics	P values	Result
Attraction -> Role Motivation -> Visit Decisions	0.065	2.487	0.013	Accepted
Accessibility -> Role Motivation -> Visit Decisions	0.095	2.190	0.029	Accepted
Tourist Services -> Role Motivation -> Visit Decisions	0.061	2.113	0.035	Accepted

Source: Output SmartPLS 4.0 (2025)

H1: Attraction influences positively and significantly on role motivation

The bootstrapping test results show that the relationship between the attraction variable and role motivation has a t-statistic is shown at 2.912, which is above the t-table value of 1.96, and a p-value of 0.004, which is below 5%. This indicates that attraction have a significant impact on the role motivation. The original sample value for the relationship between attraction and role motivation is 0.255, showing a positive relationship. This means that the attraction variable influences positively and significantly on role motivation variable. The effect of attraction on role motivation shows a p-value of less than 0.01, showing high significance. The more attractive a tourist destination is, the higher the psychological motivation of individuals to visit that destination. This result aligns with the findings of (Singgih et al., 2023) who found that attraction has a direct effect on motivation. Based on these results, H1 is accepted.

H2: Accessibility influences positively and significantly on role motivation

The t-statistic is shown at 4.117, which is above the t-table value of 1.96, and the p-value is 0.000, which is below 5%. This indicates that accessibility has a significant impact on role motivation. The original sample value of accessibility on role motivation is 0.373, which indicates a positive relationship between the variables. This means that the accessibility variable influences positively and significantly on role motivation variable. Compared to other factors, the factor with the strongest and most significant influence on motivation to visit is the accessibility variable. This is indicated by the high t-statistic value. This shows that having an easily accessible location can increase tourists' desire and motivation to visit. Can be interpreted that H2 is accepted.

H3: Tourist service influences positively and significantly on role motivation

The t-statistic is shown at 3.000, which is above the t-table value of 1.96, and the p-value is 0.003, which is below 5%. This indicates that tourist service has a significant impact on role motivation. The original sample value is 0.240, indicating a positive relationship between the variables. This indicates that the tourist service variable influences positively and significantly on role motivation variable. Improvements in tourist services at a tourist destination will influence tourists' positive perceptions, which in turn trigger motivation to visit. The ease of access to a tourist destination can increase tourists' desire and motivation to visit. Research (Singgih et al., 2023) confirms that tourist services have a positive and significant influence on role motivation, it can be concluded that H3 is accepted.

H4: Attraction influences positively and significantly on visit decision

The t-statistic is shown at 2.547, which is above the t-table value of 1.96, and the p-value is 0.011, which is below 5%. This indicates that attraction influences positively and significantly

on decision to visit. Then, the original sample is 0.266, in the sense that the variable is positively related. It can be interpreted that visit decisions have a significant positive impact on the attraction variable. Regarding the effect of attractiveness on the visit decision, aligns with research findings that the attraction of a tourist destination is one of the primary factors influencing tourist visits. This is consistent with studies conducted by (Brian & Kurniawan, 2023) and (Dayrobi & Raharjo, 2020). Can be concluded that H4 is accepted.

H5: Accessibility influences positively and significantly on visit decision

The t-statistic is shown at 2.072, which is above the t-table value of 1.96, and the p-value is 0.038, that is below 5%. This means that accessibility has a significant influence on the decision to visit. Then, the original sample is 0.147, which shows that the variables have a positive relationship. Can be interpreted accessibility variable influences positively and significantly on decision to visit. Accessibility has an influence on the decision to visit. Although its coefficient is lower than other variables, the T value > 1.96 and P < 0.05 indicate that ease of access to the tourist location remains an important factor in the visit decision. These research results align with those of (Martaleni et al., 2021) and (Mulyana et al., 2023), it can be concluded that H5 is accepted.

H6: Tourist service influences positively and significantly on visit decision

The t-statistic is shown at 2.923, which is above the t-table value of 1.96, and the p-value is 0.003, which is below 5%. This indicates that tourist service influences positively and significantly on visit decision. The original sample value is 0.198, shows a positive relationship between the variables. This indicates that the tourist service variable influences positively and significantly on visit decision variable. Tourist service influences the visit decision. Quality service, such as adequate information, friendliness, and service quality, strengthens tourists' decisions in choosing a place to visit. The result obtained by this study are in accordance with findings of (Gani et al., 2019), (Manyangara et al., 2023) and (Kour et al., 2020). Can be concluded that H6 is accepted.

H7: Role motivation service influences positively and significantly on visit decision

The t-statistic is shown at 3.312, which is above the t-table value of 1.96, and the p-value is 0.001, which is below 5%. This indicates that role motivation service influences positively and significantly on decision to visit. Then, the original sample is 0.254, which shows that the variables have a positive relationship. It means that role motivation variable service influences positively and significantly on visit decision variable. The role motivation variable significantly influences visit decisions. This confirms that internal or external motivations (such as social pressure or the need for temporary recreation) serve as important mediators in tourists' decisions to visit a tourist destination. The results obtained by this study in accordance with the finding of (Putringsih et al., 2023) and (Vila et al., 2021). Can be concluded that H7 is accepted.

H8: Attraction service influences positively and significantly on visit decisions through role motivation

The results in Table 3 show that the t-statistic is shown at 2.487, which is above the t-table value of 1.96, and the p-value is 0.013, which is below 5%, meaning that attraction significantly influences the decision to visit through role motivation. The original sample of 0.065 indicates that the role motivation variable can positively and significantly mediate the attraction variable on the visit decision variable. The attractions of a tourist destination can influence tourists' motivation (push), which then drives them to make the visit decision the tourist destination. This result is consistent with the pull-push theory, where external attractions stimulate internal needs to travel. Based on these results, H8 is accepted.

H9: Accessibility service influences positively and significantly on visit decisions through role motivation

Based on the t-statistic of 2.190, which is above the t-table value of 1.96, and the p-value of 0.029, which is below the 5% threshold, the accessibility variable significantly influences visit

decision through role motivation. The original sample value of 0.095 indicates that the role motivation variable positively and significantly mediates the accessibility variable on the visit decision variable. Based on the results, there is an influence of accessibility on visit decisions through role motivation. This indicates that ease of access to tourist locations (transportation, distance, traffic, access) is not only physically attractive (pull factor) but also influences tourists' psychological conditions (push factor) in making tourist visits. Thus, good accessibility enhances tourists' comfort and readiness, thereby creating a desire to make tourist visits. Can be concluded that H9 is accepted.

H10: Tourist service service influences positively and significantly on visit decisions through role motivation

Based on the table above, the t-statistic of 2.113 is above the t-table value of 1.96, and the p-value of 0.035 is below the 5% threshold, indicating that the role motivation variable can mediate the influence of tourist service on visit decision. The original sample of 0.061 means that the role motivation variable can positively and significantly mediate the influence of tourist service on the decision to visit. Good tourist services reinforce positive perceptions of a tourist destination. This ultimately increases tourists' motivation (push) to visit. From the pull-push theory perspective, this shows that tourist services as a pull factor also encourage the desire to make tourist visit. Can be interpreted that H10 is accepted.

CONCLUSION

Based on research that has been conducted with several tests which have also been explained previously that this research tests the impact of attraction, accessibility, and tourist service on visit decisions through role motivation as mediation for visitors to Gedong Songo Temple, can be interpreted that attraction influences positively and significantly on role motivation, so that the more fulfilled the attraction of tourist objects, the higher the role motivation of tourists. Accessibility service influences positively and significantly on role motivation, so the more fulfilled the accessibility of a tour, then higher the role motivation of tourists. Tourist service have a significant positive impact on role motivation. Furthermore, attraction service influences positively and significantly on visit decisions, where the more fulfilled the attraction of tourist objects to tourists, then higher visit decision tourists. Accessibility has a positive and significant effect on visit decisions, which implies that the more fulfilled the accessibility of tourism, then higher visit decision. Tourist service service influences positively and significantly on visit decisions, this means that the more tourist service is fulfilled to tourists, the higher the level of visiting decisions. Role motivation positively and critically impacts the visit decisions, which meaning that the more fulfilled role motivation is, the higher the level of visit decisions.

This study only focuses on the variables of attraction, accessibility, and tourist services on visiting decisions through role motivation. Future researchers are advised to add other variables include word of mouth, promotion, advertising and through social media to obtain more comprehensive results. Then it can expand the scope of respondents to other regions or visitors from various groups and in other big cities

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