

The Influence of Marketing Mix on Tourist Satisfaction in Sade Tourism Village, Central Lombok, West Nusa Tenggara

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Abstract

The tourism development in Pulau Lombok has experienced rapid growth, but it still faces challenges such as a lack of human resources, substandard service quality, and inadequate supporting facilities. The objective of this study is to examine the impact of the Marketing Mix on tourist satisfaction in the Sade Tourism Village. The Marketing Mix consists of seven marketing elements, including Product, Price, Place, Promotion, People, Process, and Physical Evidence. Tourist satisfaction plays a critical role in the achievement of success within the tourism industry. The research methodology employed in this study is quantitative research, involving the distribution of questionnaires to 100 visiting tourists. Purposive Sampling was used with the criteria that respondents must be over 17 years of age. Structural equation modeling analysis using Smart PLS was employed in this research. The findings demonstrate that the dimensions of the Marketing Mix, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence, have a significant influence on tourist satisfaction in the Sade Tourism Village. This study provides practical implications for service providers in the village of Sade. Service providers need to maintain aspects of the Marketing Mix, such as offering attractive tourism products, affordable pricing, effective distribution channels and promotions that can reach tourists, high-quality service processes, and an appealing appearance. By maintaining and enhancing these elements of the marketing mix, it will have an impact on tourist satisfaction.

Key words: *Marketing Mix, Sade Tourism Village, Satisfaction.*

INTRODUCTION

Lombok Island has natural and cultural potentials, making it one of the top 10 priority destinations (Government Regulation No. 50, 2011) and one of the five Super Priority Tourism Destinations (Kemenparekraf, 2019). Therefore, Pulau Lombok is considered a leading tourist destination (Winengan and amrullah, 2019). The development of tourism in the West Nusa Tenggara Province presents attractive opportunities for the tourism industry (Basorodin, et al., 2021). However, it is important to understand the challenges faced. Pulau Lombok encounters several issues, including a shortage of human resources, suboptimal tourism development, inadequate service quality, and a lack of marketing strategies (Appendix No. 1 of the Indonesian Presidential Regulation 2020). The development of tourism in Lombok also faces challenges related to community participation (Permadi, et al., 2018). Human resources in the tourism sector are considered the weakest aspect in West Nusa Tenggara (Mansyah, et al., 2022). The Village of Sade experiences issues related to amenities and facilities (Amir, et al., 2020). These problems can affect tourist satisfaction, which is a crucial factor in determining long-term tourist retention (Purwanto, et al., 2023).

Tourist satisfaction depends on performance that aligns with tourists' expectations (Negara, et al., 2019). Analyzing tourist satisfaction is important (Acharya, et al., 2023). Tourist satisfaction brings benefits to the tourism industry (Rosyid and Widiartanto, 2018). Identifying and measuring customer satisfaction levels is an important issue in the tourism industry (Arismayanti, et al., 2022). Considering the importance of satisfaction, it is crucial to analyze marketing strategies that are customer-oriented. Marketing Mix is the key to successful tourism marketing (Mill and Morisson, 2010). When the Marketing Mix is effectively organized and

managed, it will yield positive impacts on economic development (Sin, et al., 2022). By understanding the elements of Marketing Mix that influence tourist satisfaction, service providers are expected to maintain and enhance those elements to provide optimal satisfaction. By achieving optimal satisfaction, it indirectly creates a positive impression, encourages repeat visits, and leads to tourist recommendations to others. Considering the importance of tourist satisfaction and the issues related to several elements in the Village of Sade, it is crucial to analyze the influence of Marketing Mix on tourist satisfaction in the Village of Sade. This information can be used as a benchmark for determining development and management policies.

RESEARCH METHODS

This study employed a quantitative method, with data collection conducted through field observations, questionnaire distribution, and supported by literature review. The total sample size for this research was 100 respondents. The study employed a Purposive Sampling technique, specifically targeting tourists who were above the age of 16. The responses obtained from the questionnaires were analyzed using the method of structural equation modeling (SEM) for data analysis. The Smart PLS software was utilized to investigate the relationships among the research variables. Based on the conceptual framework and research methodology, a research model was developed to illustrate the relationships among the variables referring to Figure 1



Figure 1. Research Model.

Figure 1. presents an overview of the primary objective of this research, which is to investigate the impact of different components of the Marketing Mix, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence, on Tourist Satisfaction. The diagram visually depicts the key dimensions that are being studied and their relationship to the overall satisfaction of tourists. The research model presented can serve as a framework for evaluating marketing performance and devising marketing strategies.

Research Hypothesis

- H1: The variable "Product" has a positive impact on tourist satisfaction.
- H2: The variable "Price" has a positive impact on tourist satisfaction.
- H3: The variable "Place" has a positive impact on tourist satisfaction.
- H4: The variable "Promotion" has a positive impact on tourist satisfaction.
- H5: The variable "People" has a positive impact on tourist satisfaction.
- H6: The variable "Process" has a positive impact on tourist satisfaction.
- H7: The variable "Physical evidence" has a positive impact on tourist satisfaction.

RESULT AND DISCUSSION

Validity and Reliability Test

Validity and reliability used to evaluate the quality of the instruments. Convergent validity was evaluated by examining the correlation between Item Score and Construct Score. According to (Ghozali, 2014), individual reflective measures are considered strong when they correlate between 0.5 and 0.6. Discriminant validity can also be examined through cross-loading. Additionally, another method to assess discriminant validity is by comparing the Square Root of Average Variance Extracted (AVE) for each latent variable with the correlations between those latent variables and other constructs within the model. According to (Ghozali, 2014), a recommended threshold for discriminant validity is that the AVE should be greater than 0.5. Detailed results of the validity testing for the Marketing Mix and satisfaction are presented in Table 1

Table 1
 The results of the validity testing for the Marketing Mix and Satisfaction

Variable	Dimensions	Indicator	Outer Loading	\sqrt{AVE}	Ave
Marketing Mix	Product	Built Attraction	0.900	0.882	0.778
		Cultural Attraction	0.906		
		Historical Value	0.839		
		Social Attraction	0.881		
	Price	Affordable Price	0.879	0.862	0.742
		Commensurate With Quality	0.867		
		Aligned With Benefits	0.881		
		Cheaper Than Competitors	0.819		
	Place	Accessible	0.893	0.830	0.689
		Availability Of Facilities	0.711		
		Strategic Location	0.866		
		Channel Distribution	0.838		
	Promotion	Advertising	0.831	0.770	0.593
		Personal Selling	0.772		
		Sales Promotion	0.775		
		Public Relation	0.695		
	People	Work Proficiency	0.762	0.805	0.648
		Politeness	0.833		
		Language Proficiency	0.825		
		Knowledge and Experience	0.797		
Process	Fast Service	0.846	0.880	0.774	
	Easy Administration	0.889			
	Meticulous Service	0.904			
	Complaints and Suggestions	0.880			
Physical Evidence	Exterior Appearance	0.892	0.892	0.795	
	Interior Appearance	0.930			
	Other Tangibles	0.852			
Satisfaction	General	Satisfied With The Visit.	0.833	0.815	0.664
	Attribute	Satisfied With The Activities and Tourist Attractions	0.812		
		Feeling Satisfied With The Service and Facilities	0.839		

Expectation	Met My Expectations.	0.774
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Source: Data Result, 2023.

Referring to the information presented in Table 1, it can be observed that all indicators exhibit Outer Loading values and AVE values surpassing 0.6. This indicates that all indicators meet the criteria for testing convergent and discriminant validity, as well as align with the recommended AVE values.

Composite Reliability and Cronbach’s Alpha (Reliability)

Composite Reliability and Cronbach’s Alpha are reliability measures used to assess the consistency and dependability of a measurement instrument in producing reliable results. These measures evaluate the extent to which the instrument can be relied upon to yield consistent outcomes. The accepted values for Composite Reliability testing should be above 0.6 to be considered reliable, and Cronbach’s Alpha should exceed 0.6 as a measure of reliability (Ghozali, 2014). The results of the Composite Reliability and Cronbach’s Alpha analysis are displayed in Table 2.

Table 2
 Reliability Test Results for Marketing Mix and Satisfaction

Variable	Reliability	
	Cronbach’s Alpha	Composite Reliability
Product X^1	0.908	0.933
Price X^2	0.885	0.920
Place X^3	0.885	0.898
Promotion X^4	0.770	0.853
People X^5	0.822	0.880
Process X^6	0.905	0.932
Physical Evidence X^7	0.871	0.921
Satisfaction Y^1	0.831	0.888

Source: Data Result, 2023.

Referring to the information provided in Table 2, it can be inferred that all latent variables in this study demonstrate composite reliability values and Cronbach’s Alpha values surpassing 0.6. This indicates that all construct or latent variables in this research are considered reliable, as they exhibit satisfactory internal consistency.

R-Square

Changes in the R-Square value can be employed to assess the significant impact of specific exogenous latent variables on the endogenous latent variable. The R-Square results are considered weak if the value ranges from 0.19 to 0.32, moderately if the value ranges from 0.33 to 0.66, and strong if the value exceeds 0.67 (Ghozali, 2014). These relationships will be further explained in Table 3

Table 3
 The results of the R-Square

Variable endogen	R-square (R^2)	R square adjust
Satisfaction	0.446	0.201

Source: Data Result, 2023.

The R-square value for tourist satisfaction is 0.446, indicating that 44% of the variation in satisfaction can be accounted for by the dimensions of Marketing Mix 7Ps. This suggests a moderate level of influence on tourist satisfaction. The remaining 56% of the variation in tourist satisfaction is attributed to other variables that were not investigated in this study.

Effect Size

Impact size is a statistical scale that quantifies the strength of relationship among variables otherwise the magnitude of the effect of a treatment. Effect size criteria can be considered weak or small if the value ranges from 0.2 to 0.05, medium if it is 0.15, and large if it is 0.35. A value of F2 (Effect Size) of 0.001 can be considered as a small impact (Jr, et al., 2021). The outcome of the Effect Size analysis in this study can be viewed in Table 4.

Table 4

The outcome of the Effect Size analysis of the Marketing Mix on satisfaction

Variable hexogen	Variable endogen	
	Satisfaction	Explanation
Product	0.075	Weakly
Price	0.128	Weakly
Place	0.157	Medium
Promotion	0.065	Weakly
People	0.067	Weakly
Process	0.117	Weakly
Physical evidence	0.131	Weakly

Source: Data Result, 2023.

Referring to the information provided in Table 4, The Effect Size values can explain effect of the Marketing Mix dimensions on satisfaction. In detail, the dimensions of Tourism Product, Price, Promotion, People, Process, and Physical evidence have a weak effect on tourist satisfaction, while the dimension of Place has a medium effect. Overall, the effect of the Marketing Mix dimensions on tourist satisfaction in Sade Tourism Village is generally weak.

Goodness of Fit

The structural model's feasibility test is used to evaluate the extent to which the structural model meets the feasibility criteria. The viability of the model is assessed through the Goodness of Fit (GoF) test, where the model is considered fit if the GoF value exceeds 0.5 (Ghozali, 2014). The outcome of the model viability analysis can be viewed in Table 5

Table 5

Results of model viability analysis.

Model fit summary	Saturated Model	Estimated Model	Criteria
SRMR	0.079	0.079	Perfect Fit
Chi-Square	830.278	830.278	
NFI	0.645	0.645	

Source: Data Result, 2023.

Referring to the information offered in Table 1.5, it can be described that the Goodness of Fit (GoF) results, as indicated by the normalized Roots Mean Square Residual (SRMR) value of 0.079, indicate that the model is feasible and meets the GoF criteria (Perfect Fit). In addition, the value of GoF can also be observed from the Normal Fit Index (NFI) value of 0.645.

Q-Square

Predictive Relevance (Q-Square) is a testing method used to assess the extent to which the observed values generated through blindfolding procedures can effectively predict the Q-Square score. If the Q-Square score is larger than > 0 , the framework is categorized as having predictive validity. Conversely, if the Q-Square score is less than < 0 , the model can be categorized as lacking predictive relevance (Gozhali, 2014). The outcome of Q-Square analysis in this study can be viewed in Table 1.6

Table 6

The outcomes of the Q-Square analysis

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
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Satisfaction	400.000	400.000	0.272
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Source: Data Result, 2023.

Referring to the information provided in Table 6, the Q-Square value for the satisfaction variable is recorded as 0.272. This indicates that the variable value falls within the category of Predictive Relevance, meaning that the research framework yields good observation results. Therefore, it can be determined that the model in this study effectively explains the information present in the research data, and it is suitable for making, measuring, and comparing projection quality.

Analyzing the influence of marketing mix on tourist satisfaction in Sade Tourism Village

The estimated path coefficients and significances for the relationships between variables in the structural model are demonstrated through direct effects. To measure the impact of marketing mix on satisfaction, the path coefficients can be examined by observing the values of the Original Sample, T-Statistic, and P-Value through bootstrapping using the Smart PLS. The findings from the analysis of path coefficients and their significance can be observed in Table 7

Table 7

The direct effects of the marketing mix on satisfaction.

Variable Exogenous	Variable Endogenous	Original Sample	Standard Deviation	T-statistic	P Values	Explanation
Product >	Satisfaction	0.209	0.085	2.468	0.014	H1 : Accepted
Price >	Satisfaction	0.273	0.073	3.715	0.001	H2 : Accepted
Place >	Satisfaction	0.305	0.080	3.819	0.000	H3 : Accepted
Promotion >	Satisfaction	0.201	0.101	1.996	0.046	H4 : Accepted
People >	Satisfaction	0.199	0.070	2.846	0.005	H5 : Accepted
Process >	Satisfaction	0.274	0.090	3.058	0.002	H6 : Accepted
Physical Evidence >	Satisfaction	0.280	0.078	3.608	0.000	H7 : Accepted

Source: Data Result, 2023.

Referring to the information provided in Table 7 there are 7 direct effects observed from exogenous variables to the endogenous variable. The results are explained as follows:

H1 :The impact of product on tourist satisfaction

According to the analysis, it is shown that product has a significant impact on tourist satisfaction with a positive Original Sample value of 0.209, P-value of 0.014, and T-Statistic score of 2.468. These results indicate that H1 is accepted. The finding of this study corroborate earlier research carried out by (Wahyundari, et al., 2015), (Suryani, et al., 2018), and (Febrina, et al., 2021) which elucidates Product positively influences tourist satisfaction.

H2 :The impact of price on tourist satisfaction

According on the analysis results, it is shown that Price has a significant impact on tourist satisfaction with a positive Original Sample value of 0.305, P-value of 0.000, and T-Statistic value of 3.715. These results indicate that H2 is accepted. The results of this study corroborate earlier research carried out by (Wahyundari et al., 2015), (Rahman and Harti, 2015), and (Febrina, et al., 2021), which elucidates Price positively influences tourist satisfaction.

H3 :The impact of place on tourist satisfaction

According on the analysis results, it is shown that Place has a significant impact on tourist satisfaction with with a positive Original Sample value of 0.305, P-value of 0.000, and T-Statistic score of 3.819. These results indicate that H3 is accepted. The results of this study corroborate earlier research carried out by (Wati, 2018), (Ikmala, et al., 2020), (Febrina, et al., 2021), and (Siregar, et al., 2022), which elucidates Place positively influences tourist satisfaction.

H4 :The impact of promotion on tourist satisfaction

According on the analysis results, it is shown that Promotion has a significant impact on tourist satisfaction with a positive Original Sample value of 0.201, P-value of 0.046, and T-Statistic score of 1.996. These results indicate that H4 is accepted. The findings of this study have implications for expanding the knowledge base in tourism. The results of this study corroborate earlier research carried out by (Sangkaeng, et al., 2015), (Ikmala, et al., 2020), and (Febrina, et al., 2021) which elucidates Promotion positively influences tourist satisfaction.

H5 :The impact of people on tourist satisfaction

According on the analysis results, it is shown that People have a significant impact on tourist satisfaction with a positive Original Sample value of 0.199, P-value of 0.005, and T-Statistic value of 2.846. These results indicate that H5 is accepted. The results of this study corroborate earlier research carried out by (Pantas and Silaban, 2018), (Wati, 2018), (Febrina, et al., 2021), and (Yuliviona, et al., 2023), which elucidates People positively influences tourist satisfaction.

H6 :The impact of process on tourist satisfaction

According on the analysis results, it is shown that Process has a significant impact on tourist satisfaction with a positive Original Sample value of 0.274, P-value of 0.002, and T-Statistic score of 3.058. These results indicate that H6 is accepted. The results of this study corroborate earlier research carried out by (Wahyundari, et al., 2015), (Pantas and Silaban, 2018), (Wati, 2018), (Ikmala et al., 2020), and (Yuliviona, et al., 2020), which elucidates Process positively influences tourist satisfaction

H7 :The impact of physical evidence

According on the analysis results, it is shown that Physical Evidence has a significant impact on tourist satisfaction with a positive Original Sample value of 0.280, P-value of 0.000, and T-Statistic score of 3.608. These results indicate that H7 is accepted. The results of this study corroborate earlier research carried out by (Pantas and Silaban, 2018), (Wati, 2018), (Febrina, et al., 2021), and (Ikmala et al., 2020), which elucidates Physical Evidence positively influences tourist satisfaction.

CONCLUSION

This study aimed to analyze the impact of the marketing mix on tourist satisfaction in Sade Tourism Village. The findings reveal that Product, Price, Place, Promotion, People, Process, and Physical Evidence have a significant and positive effect on tourist satisfaction in Sade Tourism Village. Specifically, Product has a significant and positive influence on tourist satisfaction, suggesting that the tourism products offered in Sade Tourism Village have a favorable impact on tourist satisfaction. Price also has a positive and significant impact on tourist satisfaction. Affordable, high-quality, and competitive pricing contribute to enhancing tourist satisfaction in Sade Tourism Village. Place also significantly and positively affects tourist satisfaction. A strategic location that is easily accessible through transportation, availability of facilities, and well-established distribution channels contribute to tourist satisfaction. Promotion significantly and positively influences tourist satisfaction. Effective and extensive promotional efforts enhance tourist satisfaction during visits to Sade Tourism Village.

People play a crucial role in shaping tourist satisfaction. Competent, communicative, knowledgeable, and responsive service leads to significant satisfaction among tourists.

Moreover, optimizing the management process in tourism has a positive and significant impact on tourist satisfaction. Efficient and effective processes contribute to increased tourist satisfaction. Physical Evidence also significantly and positively affects tourist satisfaction. By enhancing the exterior appearance, interior presentation, and other tangible aspects, a satisfying experience can be delivered to tourists. Therefore, the analysis indicates that these factors exert a positive and significant influence on tourist satisfaction in Sade Tourism Village.

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