Analysis of the Influence of Tourist Satisfaction and Tourist Attraction on Gunung Padang, Padang City Attractions

Gagih Pradini[1], Rizky Andhika Gumelar[2], Anisa Putri Kusumaningrum[3]
[1,2,3]Universitas Nasional Jakarta, Indonesia
gagih@civitas.unas.ac.id

Abstract

Gunung Padang tourist destination, Padang City is one of the top tours in Padang City, West Sumatra. This research aims to find out the influence of tourist satisfaction. This method uses descriptive quantitative with an approach using primary data consisting of interviews with destination managers. Field mounts and peer questionnaires of 100 respondents, model feasibility tests, classical assumption tests and multiple linear regression tests. This research shows that the variables of the skinas of the service have a significant positive effect on the variables of tourist attractions, while tourist attractions have a significant positive effect on the variables of tourist attractions.

I. Introduction

Indonesia has great tourism potential, one of which is Indonesia's natural wealth that should be proud, and each region has a characteristic that attracts tourists to visit the place. Tourist attractions in Indonesia are supported by a cultural heritage that reflects the history and dynamics of diversity of Indonesian people and mixed with the diversity of their languages. Tourism is one of the largest foreign exchange income sectors but not only for the country, tourism is also very helpful to improve the economy of the community and the region. Tourism is one of the important components to drive economic growth around the world in recent times, even many countries that depend on tourism activities such as tourism activities. Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021). Singapore, Hong Kong, Macau, Peru, Saudi Arabia and many others according to (Pradini & Resti, 2021).

According to Indonesian Law No. 9 of 1990 article 7 on tourism "Tourism is everything related to tourism including tourist attractions and attractions, Padang City business is the provincial capital of West Sumatra, one of the oldest cities on the west coast of Sumatra in the Indian Ocean. Some of the general tourism is a visit or trip that people both individuals and groups do for a while, to go from one place to another, by leaving the place of origin and with a view to enjoying recreational activities and not making a living in the place he visited, but only to enjoy the purpose of vacation and relaxation to meet various desires. Many countries rely heavily on this tourism industry as a source of taxes and revenue for businesses that sell services to tourists.

Padang city has a lot of potential that makes tourists curious to visit Padang City. Padang city has many attractions, unique culture, and food. So much potential that needs to

be developed again to further develop the tourism potential of the padang city. Tourist attractions located in Padang City include, Pantai Air Manis, Gunung Padang, Padang Beach, Siti Nurbaya Bridge. The attraction can develop and become a superior tourist and can compete with destinations in West Sumatra Province can even compete with other provinces if the tour is considered and developed. Gunung Padang is one of the attractions located in Padang City, Gunung Padang is currently one of the top destinations located in Padang City. Gunung Padang in the west direction of Padang City precisely at the Mouth of Batang Arau River Village, Batang Arau, South Padang Subdistrict. Gunung Padang is 1 km from the Office of Padang, Old city, Center of City or 20.58 KM from Minangkabau International Airport and/or 4.5 Km from Simpang Haru station and 12 Km from Bayur Bay Port. Quoted from the profile book of Padang City 2017, The Tourism and Culture Office of Padang City. From the top of Mount Padang tourists can enjoy the panorama of padang city both ocean and land panorama. Activities found in Gunung Padang are hiking, rock climbing, fishing, enjoying the natural panorama both morning and evening. Gunung Padang has facilities for tourists who visit including gazebos, public toilets, parking lots, and stairs that serve as a network of roads for pedestrians to the grave of Siti Nurbaya. Quoted from the profile book of Padang City 2017, The Tourism and Culture Office of Padang City.

Table 1. Tourist Visits in 2020 Gunung Padang Tourist Destinations

Moon	Tourist		Sum
	Foreign	Domestic	
January	2.485	237.273	239.758
February	6.280	394.404	400.684
March	2.841	273.169	276.010
April		3.751	3.751
May		7.451	7.451
June	2.735	289.588	292323

Some of the tourism problems faced by the city of Padang include tourist satisfaction with the tourist destination of Gunung Padang Kota Padang, West Sumatra. Efforts to increase the number of gunung padang tourists need to continue. Therefore, a study is needed to find out the problem of tourism through the spread of quisioner through tourists to see how far tourists are satisfied with the tourist attraction of Mount Padang Padang City, West Sumatra.

II. Research Methods

2.1 Research Design

This research was conducted in the tourist destination of Gunung Padang Kota Padang with a type of quantitative analysis research in November to December using primary data obtained by distributing questionnaires to respondents, Interviews with the Tourism Office. Kota Padang and Destination Manager and direct observation, secondary data obtained in books or website articles related to this research.

The study used multiple linear regression analysis that aimed to determine the impact of independent variables namely Tourism Satisfaction (X1), and Attractiveness (X2) on Bound Variables i.e. Tourist Attractions. Gunung Padang (Y) with the following formation:

$y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$ Description:

Y = Attractions

X1 = Tourist Satisfaction

X2 = Tourist attractions

b = Regression coefficient, the magnitude of the bound variable due to the change of each free variable.

a = Coefficient

e = Variable (Not calculated)

2.2 Population and Sample

a. Population

According to (Sugiyono, 2016) Population is a common area consisting of objects / subjects that already have an exclusive characteristic and quality determined from research to educate and then determined the conclusion. The purpose of a group of populations is so that the reader can determine a magnitude from the sample obtained from members of the population.

b. Samples

According to (Sugiyono, 2016) the sample is a collection of data from the number and characteristics obtained from the population. Where populations and researchers are unlikely to be able to examine all the data obtained in the population, for example due to limited time, energy, and funds, therefore researchers can use samples that can be taken from that population. Things that are studied or studied from that sample, can be concluded and will be applicable to the population therefore samples that have been taken from the population pool must be truly representative.

2.3 Data Collection Technique

The way of data collection that has been done is a questionnaire is the collection of data from several statements written to some respondents or a number of tourists who are in the attraction so that it can be answered. The measurement of data that has been used to test or measure the data in an analysis of the results found in the study through questionnaires is the likert scale. The likert scale is a scale used to look at behavior, as well as the perception of a phenomenon (Sugiyono, 2011:11).

Questionnaire

In this study will be used questionnaires in the collection and measurement of data as measured by the Likert Scale, a scale that aims to provide measurements on the attitudes, views and opinions of individuals about an object. This object is specifically defined by the author to be a research variable (Siregar, 2016:138). Problem or choose one of five answer

options provided with a score assessment. The highest score is given a score of 5 for a very dissatisfied answer (STP), and the lowest score is given a score of 1 for very satisfied jawaban (SP), with the following table:

Table 2. Likert Scale Measurements

Category	Score
Very Satisfied (SP)	1
Satisfied (P)	2
Satisfied (CP)	3
Not Satisfied (TS)	4
Very Dissatisfied (STP)	5

Source: Data Processing, 2022

2.4 Hypothesis Test Analysis

Hypotheses that can be done in this study are:

1) Hypothesis 1

H0: There is no influence of wisatwan satisfaction on the attractions of Gunung Padang, Padang City

H1: There is an influence of tourist satisfaction on the attractions of Gunung Padang, Padang City.

2) Hypothesis 2

H0: No tourist attractions there are tourist attractions of Gunung Padang, Padang City

H2: There is a tourist attraction influence there are tourist attractions of Gunung Padang, Padang City

3) Hypothesis 3

H0: There is an influence of tourist satisfaction and tourist attraction on the attractions of Gunung Padang, Padang City

H3: There is an influence of tourist satisfaction and tourist attraction on the attractions of Gunung Padang, Padang City

The study will also measure the level of results using the Classical Assumption Testing and Model Feasibility Testing to obtain linear regression results that meet the BLUE (Best Linear Unbiased Estimator) criteria. The Classical Assumption Test aims to produce an accurate analysis of data filled with Normality, Multicolonierity, Heteroskedasity and Auto Correlation Tests. Model Feasibility Testing must be met with Coefficient of Determination (R^2), Stimulant Test (Test F), Partial Test (T Test)

III. Discussion

3.1 Tourist Attractions of Padang City Mountain Destinations
a. History of Mount Padang

Gunung Padang is a mountain or hill located in the city of Padang, West Sumatra. Gunung Padang is one of the leading tourist attractions in Padang City, Gunung Padang has a height of 80 meters above sea level. The people of Padang city call it gunung Padang because this hill is the highest place in the center of Padang City. Gunung Padang has beautiful panoramic treats that can be enjoyed by tourists or the public and there is a tomb of Siti Nurbaya and a piece of history during the Japanese occupation.

1. Japanese Bangker

In Mount Padang stores the results of Japanese relics. Gunung Padang was once a hiding place for Japanese invaders. Inside Gunung Padang there are several bunkers, the first bunker is around the local waarga house. While the second bunker is directly facing the people's homes. Not only bunkers in Mount Padang there are also two iron cannons relics of the Japanese occupation.

2. Siti Nurbaya's Tomb

Not only relics of the Japanese era, in Mount Padang there is also one tomb, namely the tomb of Siti Nurbaya. Siti Nurbaya's tomb is the name of the peak of Gunung Padang Area. Not only to enjoy the panorama, can tourists see a tomb of Siti Nurbaya.

b. Characteristics of Respondents
1. Characteristics of Gender

Table 3. Gender

GENDER	SUM	PERCENTAGE
MEN	21	21%
WOMAN	79	79%
TOTAL	100	100%

Source: data processed by author

Based on table 3 data can be known to traveler respondents based on gender. It was 21 men with a presentation of 20.2%. While the respondents of the female sex were 79 people with a presentation of 76%. Based on the data above it can be concluded that the sample gathered as many as 100 respondents, has obtained the most types of islamic respondents are women as much as 76%.

2. Characteristics Based on Age

Table 4. Age

Age	Sum	Percentage
17 - 25 years	95	96%
26 - 35 years	3	3%
36 - 45 years	1	1%
➢ 46 years old	1	1%

Source: Data Processing, 2022

Based on table 4, it can be known the number of respondents aged 17-25 there are 95 people with a percentage of 91%. while respondents aged 26-35 years there are 3 people with a percentage of 2.9%, at the age of 36-45 years there is 1 person with a percentage of 1%, and at the age of 46> there is 1 person with a percentage of 1%.

3. Characteristics Based on Domicile

Table 5. Domicile

Domicile	Sum	Percentage
Padang City	52	52%
Padang Panjang City	16	16%
High Hill Town	18	18%
Outside Sum-Bar	14	14%

Source: Data Processing, 2022

Based on table 5, it can be known the number of respondents from Padang City amounted to 52 people with a percentage of 52%, Padang Panjang City amounted to 16 people.

With a percentage of 16%, Bukit Tinggi City amounted to 18 people with a percentage of 18%, and Outside Sum-Bar amounted to 14 people with a percentage of 14 people.

c. Validity Test

Table 6. Validity Test

No.	R count	R table	Code	Information
1.	0,612	0.196	X1.1	Valid
2.	0,660	0.196	X1.2	Valid
3.	0,718	0.196	X1.3	Valid
4.	0,662	0.196	X1.4	Valid
5.	0,414	0.196	X1.5	Valid
6.	0,642	0.196	X1.6	Valid
7.	0,716	0.196	X1.7	Valid
8.	0,776	0.196	X1.8	Valid
9.	0,567	0.196	X1.9	Valid
10.	0,615	0.196	X1.10	Valid
11.	0,735	0.196	X1.11	Valid
12.	0,735	0.196	X1.12	Valid
13.	0,649	0.196	X1.13	Valid

14.	0,656	0.196	X1.14	Valid
15.	0,733	0.196	X2.1	Valid
16.	0,806	0.196	X2.2	Valid
17.	0,634	0.196	X2.3	Valid
18.	0,809	0.196	X2.4	Valid
19.	0,809	0.196	X2.5	Valid
20.	0,578	0.196	X2.6	Valid
21.	0,604	0.196	X2.7	Valid
22.	0,833	0.196	X2.8	Valid
23.	0,795	0.196	X2.9	Valid
24.	0,771	0.196	X2.10	Valid
25.	0,833	0.196	X2.11	Valid
26.	0,833	0.196	X2.12	Valid
27.	0,639	0.196	Y.1	Valid
28.	0,740	0.196	Y.2	Valid
29.	0,817	0.196	Y.3	Valid
30.	0,608	0.196	Y.4	Valid
31.	0,692	0.196	Y.5	Valid
32.	0,648	0.196	Y.6	Valid
33.	0,704	0.196	Y.7	Valid
34.	0,507	0.196	Y.8	Valid
35.	0,580	0.196	Y.9	Valid
36.	0,749	0.196	Y.10	Valid

37.	0,775	0.196	Y.11	Valid
38.	0,664	0.196	Y.12	Valid
39.	0,659	0.196	Y.13	Valid
40.	0,744	0.196	Y.14	Valid

Source: Data processed by SPSS 23 (2021)

Based on the results of the test validity of the study in table 6 it can be seen that all items are declared valid. The criteria is the corrected value of item-total correlation (r count) which is greater than the value of the table r, with creteria as follows;
   a.   If the value r calculates the > r of the table then the instrument is valid
   b.   If the value r calculates the < r of the table then the instrument is invalid

The value of the table r is obtained by calculating the freedom of the data, namely: 100 (n). Furthermore, based on the results of data management using SPSS software version 23, it is known that all values r calculates at the signification level of 0.05 Table value n = 100 with signification rate 0.05 is 0.196.

d. Reliability Test

Table 7. X1 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	14

Source: Data processed by SPSS 23 (2021)

Based on the table of reliable test results that have been performed variable X1 can score Cronbach's Alpha (a) on the variable is 0.896 then declared reliable, because Cronbach's Alpha (a) exceeds 0.06. Table 7 processing results It can be known that variable items are reliable.

Table 8. X2 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.851	12

Source: Data processed by SPSS 23 (2021)

Based on the table of reliableity test results that have been performed variable X2 can score Cronbach's Alpha (a) on the variable is 0.851 then declared reliable, because Cronbach's Alpha (a) exceeds 0.06.The results of processing Table 8 Can be known that variable items are reliable.

Table 9. Reliability Test Y

Reliability Statistics	
Cronbach's Alpha	
	N of Items
.887	14

Source:data processed by SPSS 23 (2021)

Based on the table of reliability test results that have been carried out variable Y can score Cronbach's Alpha (a) on the variable is 0.887 then declared reliable, because Cronbach's Alpha (a) exceeds 0.06.The processing results of Table 9 It can be known that variable items are reliable.

e. Multicollinearity Test

Table 10. Multicollinearity Test

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound	Correlations Zero-order	Correlations Partial	Correlations Part	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	.300	.214		1.406	.163	-.124	.724					
X1	.224	.109	.215	2.051	.043	.007	.441	.827	.204	.097	.205	4.883
X2	.678	.104	.686	6.541	.000	.473	.884	.878	.553	.311	.205	4.883

a. Dependent Variable: Objek wisata (Y)

Source: Data Processing, 2021

In table 10 can be seen from the variance inflation factor (VIF) value of the tourist satisfaction variable (X1) is 4,883. The Tourist Attraction Variable (X2) is 4,883. Of the two variables the value of VIF is more than 10 (ten), so it can be said that between independent variables there is no personal multicollinearity.

f. AutoCorrelation Test

Table 11. Autocorrelation Test

Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.884a	.781	.777	.25141	1.476

a. Predictors: (Constant), Tourist Attractions (X2), Tourist satisfaction (X1)
b. Dependent Variable: Attractions (Y)
Source: SPSS 23 data output

Autocorrelation is a correlation between residual priode t and residual in the previous priode (t-1). The autocorrelation testing method is done with the Durbin Watson (DW) test based on table 11 it can be known that the DW value is 1,476. Policy decision making:

a. DU<DW<4-DU then received which means no autocorrelation occurs
b. DW<DL or DW>4-DL is rejected which means autocorrelation occurs
c. DL<DW<DU or 4-DU<DW<4-DL means there is no definitive conclusion.

g. Heteroskedasity Test

Table 12. Heteroskedasity Test

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.151	.130		1.164	.247
	X1	.036	.066	.121	.539	.591
	X2	-.024	.063	-.087	-.386	.700
a. Dependent Variable: abs_res1						

Source: Data processed SPPS 2021

The result of the above output is seen that the insignificant variable is an independent variable (X1) namely tourist satisfaction with a value of 0.591 > 0.05.While the variable (X2) tourist attraction with a significant value of 0.700 < 0.05 which means significant. In conclusion that the value of t calculated in the table

3.2 Coefficient of Determination (R2)

Table 13. Determination Coefficient Test R2

Model Summaryb									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.884a	.781	.777	.25141	.781	173.136	2	97	.000

a. Predictors: (Constant),Daya Tarik Wisata (X2),Kepuasan Wisatawan (X1)

b. Dependent Variable: Objek Wisata (Y)

Sumber:di olah SPSS 2021

Can be seen in table 13 has R Squer (R2) 0.781. The next stage is that researchers want to find out how much the proportion of the influence of all free variables on variables bound this way using the determination coeffesien that can be measured by the value R Square (R2). Based on table 13 obtained A2 value of 0.781 or 78.1%. This means that the independent variables in the study (tourist attraction and tourist satisfaction) have an effect on dependent variables (attractions) of 78.1%. 11.9% is affected by other variables that are not present in the linear regression model.

a. Partial Test (T-Test)

Table 14. T Test

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.300	.214		1.406	.163
	X1	.224	.109	.215	2.051	.043
	X2	.678	.104	.686	6.541	.000
a. Dependent Variable: Y						

Source: Data Processing, 2021

1. Testing of the Coefficient of Traveler Satisfaction

From the table above it is explained that Traveler Satisfaction (X1) value t calculated by 2,051 and signification of the data obtained in X2 is 0.0043 while Tourist Satisfaction At t table at dk =n-k-1 (100-2-1) (α 0.025 two -tailed) so that t table of 1,984. Because because t hitung < t table (2,051 > 1,984) it can be concluded Ha is received which means the satisfaction of tourists (X1) has a positive impact and significant significance that is obtained 0.043 < 0.05 against tourist attractions that come to Mount Padang.

2. Testing of Tourist Attractions

From the table above explained Wisata Attraction (X2) the value of t calculated by 6,541 and the signification of the data obtained in X2 is 0,000 while Tourist Attractions at t table at dk = n-k-1 (100-2-1) (α 10.025 two-tailed) so that t table of 1,984. because because t calculate < t table (6,541> 1,984) it can be concluded Ha received which means Tourist Attraction (X2) positive impact and signification because of the significant 0,000 < 0.05 against tourist attractions that come to Gunung Padang.

Table 15. Test F

ANOVAa						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.887	2	10.944	173.136	.000b
	Residual	6.131	97	.063		
	Total	28.018	99			
a. Dependent Variable: Attractions (Y)						
b. Predictors: (Constant), attraction (X2), tourist satisfaction (X1)						

Source: SPSS 23 data output processed 2021

From the table above can be concluded F count of 173,936 with a signification rate of 0.000, after F count then it must look for nlai F table (α 0.005) and dfl = 2: df3 = 100-2-1 = 97 is 3.09 because the value of F calculates greater than f table (173,136 > 3.09) then it can be concluded that Ho rejected means Tourist Attraction and Attraction Together equally affect the Satisfaction of Tourists of Gunung Padang.

b. Multiple Linear Regression

Table 16. Multiple Linear Regression

Coefficientsa													
		Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.300	.214		1.406	.163	-.124	.724					
	X1	.224	.109	.215	2.051	.043	.007	.441	.827	.204	.097	.205	4.883
	X2	.678	.104	.686	6.541	.000	.473	.884	.878	.553	.311	.205	4.883
a. Dependent Variable: Y													

Source: Data Processing, 2021

Based on table 4.22 it can be explained that the double linear regration equation obtained from this study is as follows Y = 0.300 + 0.224 X1 + 0.678X2

Description:
Y = Attractions
a = Constanta
b1 = First Regration Coefficient b2 = Second Regration Coefficient
X1 = Tourist Satisfaction
X2 = Tourist Attractions

From the equation above, it is described as follows:
a. Coefficient: 0.300
b. Regration coefficient 0.224 and positive. This shows that if the satisfaction of tourists on the influence of tourist attraction in Mount Padang will increase.
c. Regration coefficient 0.678 and positive. This shows that if the tourist attraction in Gunung Padang will increase.

From the equation can be concluded that against the positive relationship between the satisfactions of tourists in Gunung Padang.

IV. Conclusion

Based on research and results obtained by the author regarding Tourist Satisfaction with Tourist Attractions and Attractions of Gunung Padang can be concluded as follows:
1. The author has explained the results of research that the variables of Tourist Attraction and Tourist Satisfaction have a positive and significant effect on Gunung Padang Attractions.
2. Based on variable research, tourist satisfaction is very positive and significant towards tourist attractions, most likely to increase.
3. In this study the tourist attraction variable can be concluded that the relationship between tourist satisfaction and tourist attractions is very positive or significant.

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