

## Does Raising Environmental Awareness and Creating Pro-Environmental Attitudes Drive the Intention to Revisit Among Visitors?

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### Abstract

*This research aims to investigate and analyze the impact of creative economy actors' blue ocean strategy on the intention of visitors to return to the Bukit Lawang area of North Sumatera. This study employs quantitatively oriented, associative research. This study's population consisted only of local visitors who traveled to Bukit Lawang, North Sumatera, and whose actual amount could not be determined. The sampling methodology used a nonprobability sampling method with a purposive sample method, in which the researchers obtain data from the most comprehensive and diverse sources in order to satisfy varied informational objectives. The sample criteria consist of local visitors who have visited Bukit Lawang more than once, and the lameshow algorithm ensures that there are 100 study samples. The methods of data collection include surveys and interviews. Multiple linear regression analysis is used as the technique of data analysis. The partial effect of raising environmental awareness and creating pro-environmental attitudes were shown have an influence on the intention to revisit among visitors in the Bukit Lawang area of North Sumatera. This study demonstrates that simultaneously, there is an effect of raises awareness among visitors and creates pro-environmental attitudes among those who intend return to the Bukit Lawang area. The coefficient of determination test yielded an adjusted R square value of 0.702% (70.2 percent). This demonstrates that the raise awareness and create pro-environmental attitudes factors may explain 70.2% of the revisit intention, the remaining 29.8% is impacted by variables not explored in this study.*

### Keywords

raise environment awareness;  
create pro-environment  
attitudes; revisit intention,  
creative economy



## I. Introduction

Indonesians may already be familiar with the term "creative economy," commonly abbreviated as "ekraf" in the digital world. Diverse initiatives were undertaken by stressing innovative thoughts in order to not only assist the community but also enhance creativity. The evolution of the economic sector has reached the level of the creative economy over time. Creativity is the most important aspect of economic progress, particularly given that the world is currently experiencing an endemic. Obviously, creativity and new innovations must continue to evolve, given that business actors must all adapt to current circumstances. The creative economy is becoming a significant component of community development. Since 2006, the creative economy sector in Indonesia is believed to have flourished. This

may still be the case in Indonesia today. The United Nations Conference on Trade and Development (UNCTAD) defines the creative economy as an economic concept based on creative assets with the potential to encourage economic growth and development. In Indonesia, the creative economy is not a recent phenomenon since this sector was introduced in 2006 and started to flourish in 2007. The creative economy in Indonesia is expanding rapidly and will have a relatively high GDP in 2019, specifically 5.10 percent, with the creative industry presently including 14 industries. Even today, BEKRAF exists in Indonesia to explicitly promote the creative economy movement. This growth in creativity is occurring in a variety of industries, including the food and beverage industry, which is experiencing development in terms of concepts, materials, processing methods, and more creative service systems. In addition, the service industry is now undergoing a number of new developments that make the service system simpler and more effective in order to provide much more ideal advantages.

Indonesia, with its enormous wealth potential, both in terms of natural resources and cultural diversity and human resources, needs to prioritize creativity and innovation in national development to optimize its various potential wealth. A creative economy based on creative capital of human resources has the opportunity to encourage the competitiveness of the Indonesian nation in the future. If Indonesia's enormous human resources have the creative ability to create innovation and add value, then that creativity will become an inexhaustible renewable resource. Creativity will foster the development of innovative and high-value-added manufacturing products and services, allowing Indonesia to diversify its exports beyond raw materials and into high-value-added products in the future. Creativity and innovation will also make cultural heritage and local wisdom a major contribution not only to the national economy but also to improving the image of the Indonesian nation in the eyes of the international community. The government has determined the development of the creative economy as part of the national priority agenda and established BEKRAF to oversee the development of the creative economy. To realize the creative economy as Indonesia's new economic power, the development of the creative economy in Indonesia in the long term is directed not only to develop the creative industry but, furthermore, to be able to mainstream creativity and innovation in every sector and social life. The search for solutions to various problems or potentials that exist in various priority sectors of national development needs to be done creatively, innovatively, and can be answered by the creative industry or collaboration between various creative industries, to be able to create global competitiveness and improve the quality of life of the Indonesian nation. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The development of digital technology supports business actors to be more active and creative with various ideas, ideas, and concepts to be able to develop an ideal business in the market in terms of achieving productive results as expected so that they are able to run a business more innovatively with a unique strategy. and vary. This will also support the tourism aspect if creative economists in tourist areas such as Bukit Lawang contribute to a positive effect in introducing and promoting Indonesian tourism in an attractive way and system through business and entrepreneurial development in a more structured manner, so that it will be able to create a visit. Tourist attractions more than ever attract tourists to be able to come and visit tourist attractions, with creative economic actors

taking advantage of this moment to create handicrafts, arts, illustrations, and others that become selling points in business to make a profit. According to Irawan (2017), interest in revisiting is a mental condition possessed by a person to be able to describe a plan related to activities at an adjusted time. This understanding is assumed to be a direct response to behavior.

Bukit Lawang is located in the Gunung Leuser National Park utilization zone, in the Bukit Lawang Plantation Village, Bahorok Sub-district, Langkat Regency, North Sumatera Province. The Bukit Lawang Ecotourism Area is one of the potential tourist attractions in Gunung Leuser National Park, which is managed by a national park located at Bukit Lawang Resort SPTN area V Bohorok, BPTN area III Stabat. There are several villages in the Bohorok sub-district which are directly adjacent to this area, such as Sampe Raya Village, Bukit Lawang Village, Timbang Lawan Village, and Timbang Jaya Village.

Revisit intentions indicate that customers are keen to participate in repurchase activities in the future as a direct result of their post-purchase activity during an undetermined time period. Consumers will return to the service provider, share positive word of mouth, stay longer than anticipated, and generate more purchases than expected. Revisit intentions occur when consumers make a return visit for the second time. A moment of the customer choosing a place to be visited continuously or repeatedly is a condition where the place provides a sense of comfort in visiting, and business providers can apply the optimum service process.

The Blue Ocean Strategy entails creating and acquiring a potential target market by creating new demand. This is due to the fact that the industry has never existed before. There is absolutely no relevance to similar comparisons. This strategy meets new demands by familiarizing unique products with advanced features that are different from the rest. The Blue Ocean strategy is characterized by unexplored market space, demand creation, and highly profitable growth opportunities (Kim, 2005). In other words, the strategy drives the company to offer highly valued products to consumers and supports the company's ability to generate large profits and outperform the competition. The development of creative businesses by the community must be given support and motivation from the government in terms of funding and the use of digital application training to educate economic actors in the Bukit Lawang area to be more creative, understand market conditions, understand the marketing and promotion process effectively and appropriately, and, of course, to attract visitors to come and visit, and provide a pleasant shopping experience for visitors with products and handicrafts native to the existing Bukit Lawang community. This development is also accompanied by several important needs, one of which is the existence of capital. The government, in this case, of course, socializes with the entrepreneurial community to be able to meet the market needs that are lacking in order to be fulfilled optimally.

Creative economy actors: in this case, the community must be able to create different goods and products and become more selling points for visiting the visitors so that they are able to create potential markets from various lines, meaning that the existing goods are not only traded but are capable of being a differentiator. and provides an important experience when visitors buy it. The characteristics of the product will always be remembered by the existing visitors, so that it will provide important recommendations for other visitors to be able to visit and buy high-value goods at various prices in the Bukit Lawang area, North Sumatera. According to Irawan (2017), interest in revisiting is a mental condition possessed by a person to be able to describe a plan related to activities at an adjusted time. This understanding is assumed to be a direct response to behavior.

## II. Review of Literature

### 2.1 Creative Economy

Howkins (1997) notes that the creative economy describes the economic activities of individuals who spend the majority of their time developing ideas, as opposed to doing conventional or repetitive tasks. Because in modern culture, the generation of ideas is necessary for advancement. The Ministry of Trade of the Republic of Indonesia (2008) defined the creative economy as an initiative for sustainable economic growth via innovation in a competitive economic environment with renewable resource reserves. Entrepreneurial innovation is necessary for the economic development of a civilization. Economic development is defined as a growth in society's overall production. When addressing economic development, Schumpeter differentiates between economic growth and economic development, despite the fact that both are sources of rising communal production. Schumpeter (2014) underlined that economic growth is an increase in a community's output resulting from an increase in production components.

### 2.2 Revisit Intentions

Zeithaml et.al (2018) argue that revisit intention is a behavior (behavioral intention) and consumer desire to come back, provide positive direct recommendations, stay longer than expected, shop more than expected. With many consumers who come to buy the company's products or services, the company will achieve the expected profit. Interest in visiting means that a potential visitor takes positive action and responds to an object to be visited. Interest is the dominant activity in encouraging consumers to have a positive brush on the object being assessed. Marinkovic et al. (2014) argues that the intention to revisit as the dominant attitude of behavioral activities that will bring consumers at other times. The intention to revisit is the intention to repurchase and behavior can show a pattern of willingness to recommend and disseminate positive information for the provision of services (Wibowo, 2016).

### 2.3 Blue Ocean Strategy

According to Kim (2014), the Blue Ocean Strategy is defined by undiscovered market areas, demand generation, and extremely lucrative development potential. A Blue Ocean Strategy is used when there is intense rivalry for the same market as competitors. This permits competitors to engage in fierce rivalry and bring each other down. In the Blue Ocean strategy, there is essentially no competition since the firm has dared to be unique from the beginning. The market will be drawn to the company's goods and services, especially in niche sectors, since they are distinct from those of rivals. To increase demand and actualize blue seas through value innovation, an analytical framework is required (Kim and Mauborgne, 2014).

Eliminate. In business, there will always be items that are seen as desirable yet are not beneficial to society, since goods and services should exclude everything that is not of value. This is done in order to optimize the product's available features and components. If the firm removes the product, it does not need to feel lost or as if something is missing. Businesses must be able to showcase the characteristics of their flagship product, which is the company's prima donna.

Reduce. In contrast to removal, reduction here is accomplished by lowering components whose value is lower but whose presence is still required. If a company does not want to delete all unnecessary features, it may at least decrease them to below industry norms. Consequently, expenditures will be more efficient. However, if the characteristic

provides little contribution and value to society, it must be eliminated. Thus, the company will be more targeted and generate more revenue.

Raise, If the company has reduced the number of features that do not deliver benefits, it is vital to enhance both the standard and the number of advantageous features. This is a chance to differentiate items from the competition.

Create: The required activity is to create new items that have never been done before and are performed by a brand-new industry. This will produce a fresh innovation that can win the hearts of customers. Businesses must develop attributes that have been proven to give customers more value and advantages, since this will increase their acceptance in the larger community.

Accordingly, the authors' proposed hypothesis is as follows

- H1: In the context of the Bukit Lawang area of North Sumatera, there is a positive relationship between raising environmental awareness and the intention to revisit.
- H2: In the context of the Bukit Lawang area of North Sumatera, there is a positive relationship between creating pro-environmental attitudes and the intention to revisit.
- H3: In the context of the Bukit Lawang area of North Sumatera, there is a simultaneous relationship between raising environmental awareness and creating pro-environmental attitudes toward the intention to revisit.

### III. Research Method

This study used an associative quantitative method to determine the link between two or more variables. The authors used non-probability sampling with the purposive to determine the study sample. The number of study samples was determined using the Lameshow formula, and the total number of local visitors was set at 100. Data collection using primary data and measurement instruments is then evaluated using descriptive and inferential statistics to summarize and verify the proposed hypotheses.

### IV. Result and Discussion

#### 4.1 Result Data

Respondent demographic profile

**Table 1.** Respondent demographic profile

Characteristics	Frequency	Percentage
<b>Gender</b>		
Male	72	72
Female	28	28
<b>Total</b>	100	100,00
<b>Age Range</b>		
20-to-30 years old	46	46
31-to-41 years old	40	40
42-to-52 years old	14	14
<b>Total</b>	100	100,00
<b>Education</b>		
Senior High School	10	10
Diploma	13	13

Bachelor degree	68	68
Master degree	7	7
Doctoral degree	2	2
<b>Total</b>	100	100,00
<b>Occupation</b>		
Student	31	31
Private employees	21	21
Businessman	18	18
Civil servant	16	16
Others	14	14
<b>Total</b>	100	100,00

#### 4.2 Validity and Reliability Test

**Table 2.** Validity Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1.1	26.48	22.070	.743	.840
P1.2	26.67	21.738	.717	.843
P1.3	26.57	24.227	.549	.861
P1.4	26.50	24.172	.578	.858
P1.5	26.48	22.091	.740	.840
P1.6	26.45	24.674	.427	.874
P1.7	26.48	23.626	.533	.864
P1.8	26.68	21.937	.710	.843
P2.1	26.76	20.124	.481	.814
P2.2	26.87	18.538	.670	.787
P2.3	26.99	19.808	.525	.808
P2.4	26.71	19.986	.509	.810
P2.5	26.84	19.530	.600	.798
P2.6	26.77	19.613	.546	.805
P2.7	26.83	19.961	.445	.820
P2.8	26.92	19.084	.610	.796
Y.11	27.20	19.535	.448	.841
Y.12	27.20	19.091	.524	.833
Y.13	27.21	17.380	.661	.815
Y.14	27.46	17.079	.688	.811
Y.15	27.02	18.181	.707	.812
Y.16	26.91	19.133	.504	.835
Y.17	27.12	18.470	.577	.826
Y.18	27.30	18.717	.528	.832

Table 2 demonstrates that all instruments are valid given that the corrected item total correlation value exceeds 0.30, and these might be used for the subsequent examination.

**Table 3. Reliability Test**

Constructs	Cronbach's Alpha	N of Items
Raising environmental awareness (X1)	.870	8
Creating pro-environmental attitudes (X2)	.825	8
Revisit intention (Y)	.844	8

Table 3 shows that all constructs have Cronbach's Alpha values greater than 0.6, which means all constructs meet the reliability requirement.

#### 4.3 Multicollinearity test results

**Table 4. Multicollinearity test**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Raising environmental awareness (X1)	.747	1.338
Creating pro-environmental attitudes (X2)	.747	1.338

Table 4 demonstrates that the calculated tolerance and VIF value for the two constructs is larger than 0.1 and less than 10. Therefore, there is no evidence of multicollinearity among the independent variables in this study's regression model.

#### 4.4 Normality test results

**Table 5. Kolmogorve-Smirnov**

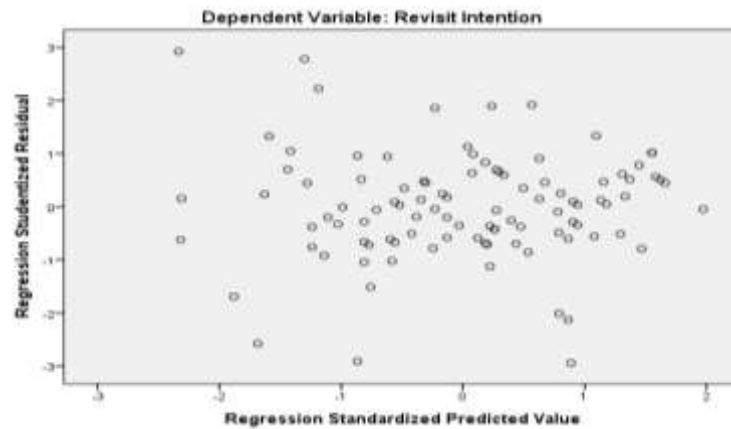
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2.62126823
Most Extreme Differences	Absolute	.096
	Positive	.064
	Negative	-.096
Kolmogorov-Smirnov Z		.957
Asymp. Sig. (2-tailed)		.319

a. Test distribution is Normal.

b. Calculated from data.

Table 5 displays the asymp values. Sig (2-tailed) 0.319 is larger than 0.05, indicating that the data has been normally distributed and has met the normality test.

**4.5 Simulated Data**  
**a. Heteroscedasticity Test**



*Figure 1 Scatterplot*

The scatterplot in figure 1 shows that the data distribution does not form certain patterns and is not too spread out. The data is declared free from heteroscedasticity problems.

**4.6 Multiple linear regression**

**Table 6.** Multiple linear regression test

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	4.259	1.824
Raising environmental awareness (X1)	.156	.057
Creating pro-environmental attitudes (X2)	.719	.062

The multiple linear regression equation in the study becomes:

$$\text{Revisit intentions} = 4.259 + 0,156 X1 + 0,719 X2 + e$$

The results of the multiple linear regression equation are explained as follows:

- 1) The constant value of 4.259 means that if X1 and X2 are considered zero, the intention to revisit has a value of 4.259 units.
- 2) The X1 coefficient value of 0.159 means that if the X1 value increases by one unit, the intention to revisit will increase by 0.159. A positive X1 coefficient value means that X1 has a positive influence on the intention to revisit.
- 3) The X2 coefficient value of 0.719 means that if the x2 value increases by one unit, the intention to revisit will increase by 0.719. A positive X2 coefficient value means that X2 has a positive influence on the intention to revisit.



#### 4.7 Test for partial significance

**Table 7.** Test for partial significance

Model	t	p-value
	(Constant)	2.335
Raising environmental awareness (X1)	2.761	.007
Creating pro-environmental attitudes (X2)	11.670	.000

The results of the partial significance test in table 7 show that for raising environmental awareness (X1) has a t-count value of 2.761, which is greater than the t-table of 1.661, with a significance level of 0.007 less than 0.05. It is concluded that raising environmental awareness has a significant effect on revisit intentions. The results of the partial significance test for the variable creating pro-environmental attitudes (X2) have a t-count value of 11,670, which is greater than the t-table of 1,661 with a significance level of 0.0001 less than 0.05. It was concluded that creating pro-environmental attitudes (X2) had a significant effect on revisit intention.

#### 4.8 Simultaneous significance test results

**Table 8.** Simultaneous significance test results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1653.406	2	826.703	117.886	.000 <sup>b</sup>
	Residual	680.234	97	7.013		
	Total	2333.640	99			

Table 8 shows the results of the calculation of the F-count value obtained, which is 117.886. This is greater than the F-table 2.31 with a significance level of 0.000 and is lower than 0.05. It was concluded that there is a simultaneous relationship between raising environmental awareness and creating pro-environmental attitudes toward the intention to revisit.

#### 4.9 Determination test results

**Table 9.** Determination test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 <sup>a</sup>	.709	.702	2.648

Table 9 shows that the adjusted R square value is 0.702 (70.2%). This means that the two independent variables are able to explain 70.2% of the revisit intention, while the remaining 29.8% is influenced by other variables outside this study.

#### 4.10 Discussion

*There is a positive relationship between raising environmental awareness and the intention to revisit in the context of the Bukit Lawang area of North Sumatera.*

The hypothesis shows that raising environmental awareness has a positive and significant effect on revisit intentions among visitors. This indicates that development on the product side needs to be more diverse in order to meet the interests of visitors who come and purchase goods with quality, variants, types, and prices that are in accordance with their benefits. Previously, creative economy actors only provided t-shirts with the name Bukit Lawang. If t-shirts are immediately ready for sale, then a screen printing machine may be developed to support the creative economy and offer visitors the opportunity to create their own designs. These initiatives will allow visitors to choose their designs.

*There is a positive relationship between creating pro-environmental attitudes and the intention to revisit in the context of the Bukit Lawang area of North Sumatera.*

Empirical findings have proven that creating pro-environmental attitudes has a positive and significant effect on revisit intention among visitors. This indicates that in order to provide progress for creative economic actors in the Bukit Lawang area, they have to take the initiative to create a variety of different crafts and activities in order to change the visitor's perception of Bukit Lawang. Thus, it is not merely t-shirts and souvenirs, but they can also expand the types of processed food products to be marketed, which, in turn, becomes a cultural identity in the visitors' minds.

*There is a simultaneous relationship between raising environmental awareness and creating pro-environmental attitudes toward the intention to revisit, in the context of the Bukit Lawang area of North Sumatera.*

The test results have proven that there is a simultaneous relationship between raising environmental awareness and creating pro-environmental attitudes toward the intention to revisit. This shows that the combination of these two factors would enhance creative economic players in operating a more contemporary company with growth and generating something fresh for visitors to enjoy, making it a memorable experience for those who have visited Bukit Lawang. Visitors will provide good evaluations and crucial suggestions to other visitors about the improvements that have occurred in creative economy actors who have always advocated for Bukit Lawang to become more well-known in Indonesia and internationally.

## V. Conclusion

Raising environmental awareness has a positive and significant effect on the intention to revisit. Creating pro-environmental attitudes has a positive and significant effect on the intention to revisit. Simultaneously, raising environmental awareness and creating pro-environmental attitudes have a positive and significant effect on the intention to revisit.

It is suggested that creative economy actors in the Bukit Lawang area use digital media to promote handicrafts and entrepreneurship to visitors through online media. In particular, it is suggested that considerable adjustments be made to kiosks and stores offering clothing printing equipment such that visitors may directly print diverse patterns on garments. There is also a need for coordination between creative economy actors and the regency administration in order to boost ecotourism in Bukit Lawang via successful

entrepreneurship. It is recommended that creative economic actors in the Bukit Lawang area create something unique in order to become entrepreneurs, not just t-shirts and other trinkets, but also food crafts that will serve as a differentiator and can be consumed directly by visitors in order to become a distinctive feature. Other factors, such as social media marketing variables, word of mouth, and others, that might influence the intention of visitors to return but were not addressed in this study are suggested for further investigation.

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