**ANALYSIS OF FACTORS INFLUENCING INTENTION AND DECISION TO VISIT GADANG CLOCK TOWER TOURIST OBJECT, BUKITTINGGI, WEST SUMATRA**

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**ABSTRACT**

**Purpose:** Identifying and analysing the variables that affect visitors' intentions and choices to visit the Bukittinggi Clock Tower Tourist Attraction in West Sumatra was the aim of this study.

**Methodology:** The survey's target audience of tourists who were visiting Bukittinggi's Clock Tower served as the source of the data. In this study, a nonprobability purposive sample methodology was used to conduct the survey during a two-month period from May to July 2023. Data were gathered by using online questionnaires and surveys. The SmartPls 3.0 application is used to test the validity, reliability, cross loading, t-statistics, and other aspects of data processing.

**Findings:** The hypothesis test for the impact of electronic word-of-mouth and ecodestination image on intentions and visiting decisions was successful, and it can be concluded that these factors significantly improve visitors' intentions and decisions to visit the Gadang clock tourist attraction.

**Conclusion:** if the Clock Tower has a good reputation and an appealing appearance, tourists will visit it more frequently. E-WOM also has a significant role in how happy people are after seeing the clock tower. Visitors' intent to return to the Gadang Clock will rise if they have an exceptional experience there. Additionally, the decision to visit had a significant influence on their plans to decide to return; if their decision is fulfilled, a growing number of individuals will visit the Clock Tower.

**Keywords:** Eco Destination Image, Motivation, E-WOM, Intention to Visit, Visiting Decision

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**INTRODUCTION**

Tourism is one industry that has the potential to grow as a source of revenue for the government. Restaurants, lodging establishments, and other enterprises provide regional advantages in addition to state benefits. West Sumatra Province is growing its tourism potential in accordance with the existence of a national tourism policy. Recognizing this potential, the Regional Government of West Sumatra Province has made tourism a mainstay sector for future regional growth. Many tourist attractions in West Sumatra Province have enormous potential if properly developed and managed. The City of Bukittinggi, specifically the Clock Tower, is one of the sites in Indonesia that has the potential to become a tourist attraction.

The tourism and travel industries have virtually no bounds. It brings together and substantially influences sectors of a variety of various activities with a diverse range of products and services that exhibit some homogeneity and varied manufacturing processes. Perhaps no other business sector has such a diverse range of operations. This begs the question of whether tourism and travel should be considered industries in the traditional sense of manufacture or trade. Tourism has evolved into a very dynamic system in recent decades. The advent of flexible structures, constantly changing customer behavior, and the significant influence of transport technology improvements have all put significant strain on this industry. The only thing that this scenario has in common is information. The travel experience has multiple stages from the demand side (tourists): pre-travel decision phase, time spent at the chosen destination, and post-travel evaluation.

Table 1 West Sumatra Province Tourist Visit

|  |  |
| --- | --- |
| Kabupaten/Kota | Kunjungan Wisatawan Provinsi Sumatera Barat |
| 2019 | 2020 | 2021 |
| Kota Padang | 843.296 | 2.621.929 | 376.534 |
| Kota Solok | 120.411 | 134.45 | 181.154 |
| Kota Sawahlunto | 237.49 | 101.649 | 91.027 |
| Kota Padang Panjang | 166.364 | 107.642 | 215.073 |
| Kota Bukittinggi | 933.609 | 1.471.542 | 748.074 |
| Kota Payakumbuh | 298.479 | 46.93 | 77.747 |
| Kota Pariaman | 450.64 | 239.758 | 252.317 |
| Provinsi Sumatera Barat | 8.169.147 | 8.041.868 | 4.785.886 |

Source: Tourism and Creative Economy Office of West Sumatra Province

Evidence is a city in West Sumatra that is cool since Mount Merapi and Mount Singgalang are nearby. This city is also well-known as a tourist destination. This city has various tourist attractions, including the Sianak Gorge, Pasar Atas, Japanese Hole, Panorama, and the Clock Tower.

The Gadang clock tourist attraction area is a symbol of West Sumatra, particularly Bukttinggi. This popular tourist destination is never devoid of visitors, both local and foreign. The gadang clock was built during the Dutch colonial period and has since stayed steady, and the municipal administration has added a soothing garden, making this tourist site even more appealing to visit.

Social media is now quite advanced. Every day, Indonesians share information on social media, whether it is personal or public. With numerous application containers such as Instagram, Facebook, and several websites that give similar facilities, social media also provides a location to provide information about tourist items or tourist attractions (Firdaus, 2020).

People travel because they are motivated. There are numerous motivations to travel, including physical and mental rejuvenation, as well as an escape from routine (Marlene, 2018). eWOM is a type of marketing communication in which consumers who have made purchases make positive or negative statements (Kurniawan, 2019; Maftukhah, 2009). Electronic word of mouth is thought to be more effective than traditional word of mouth since it reaches a larger audience than traditional word of mouth (Muflikhah et al., 2018; Nurhaipah, 2019).

E-WOM is an abbreviation for Electronic Word Of Mouth. Consumers are currently very picky and engaged in providing feedback on new tourist attractions, sites, or destinations (Firdaus, 2020). In E-WOM, the public can freely argue and make comments, both favourable and negative, about the tourist object being discussed (Suwarduki et al., 2016). According to Henning et al in Yulivia (Mahgpiroh, 2017; Yulivia, 2019), dimensions in electronic word of mouth. E-WOM is now also utilised to share experiences with tourism items that have been visited, which are then reviewed and interacted with other consumers who have made tourist visits to these sites (Kurniawan, 2019; Maftukhah, 2009). In eWOM, the public can also submit photographs or videos of visited tourist attractions to increase consumer confidence in coming to visit or not visiting these attractions (Muflikhah et al., 2018).

eWom is proven to be high so far it has not maximized the use of social media to promote tourism in the area more broadly. To maximize the role of social media such as Facebook, Instagram and Twitter, and also to update tourism information. In addition, this area has advantages in natural scenery, such as the Gadang Clock Tower tourist attraction. By using promotions on eWom, the regional tourism advantage will be followed by improving supporting infrastructure such as parking and human resources who are involved in direct interaction with tourists, such as managers or employees of tourist attractions and traders.

The concept of destination image refers to the behavioural responses of tourists when perceiving and experiencing tourism locations, which can be influenced by various factors such as ideas, beliefs, and impressions (Yacob, 2019). These responses can be categorised into negative and positive images, each offering distinct viewpoints in terms of information acquisition. The concept of destination image refers to the subjective perception held by travellers regarding a certain tourist attraction, as discussed by Sudigdo and Khalifa (2020).

The perception that arises from foreign tourists after seeing several tourist objects they visit is a form of their views that are formed from what they see and feel while they are at these attractions. For the Gadang Clock, many tourists feel satisfied after they come and enjoy the scenery. Because the image that had been imagined about the Gadang Clock Tower turned out to be true when they came there. Bukitinggi is a tourist city that is very popular with tourists because there are so many objects that they can visit. It's just that until now the city of Bukittinggi is still not "eco friendly" because waste handling is still not optimal, and the use of plastic bags is still widely used, this is what makes the eco destination image not realized properly.

According to Cahyanti and Anjaningrum (2018), intention refers to the inherent allure experienced by travellers towards a certain tourism destination that possesses distinctive features or qualities that make it appealing. According to a study conducted by Prayogo et al. (2017), the purpose experienced by visitors in selecting a tourist destination has a significant impact on their subsequent behaviour leading up to the final decision. According to the research conducted by Wisata Arvitriani and Wahyono (2019), intention refers to the level of interest that individuals have towards a particular tourist destination. Fajrin and Mulia (2020) claim that the purpose to visit plays a significant role in shaping travellers' decision to visit a certain tourist destination.

Making the decision to travel to a particular tourist site is a way to evaluate its acceptability in light of the demands of the individual traveller. This choice is influenced by the process of learning about the attractions and taking into account the actions of other travellers who have previously visited the place (Listianingrum, 2019). The behaviour of the tourist has an impact on the deciding factor for people when choosing a tourist site (Lebu et al., 2019).

Research conducted by (Luvsandavaajav et al., 2022) which resulted in research showing a positive relationship between cognitive and affective attributes of destination image. The results of the study confirm that cognitive image has a significant influence on affective image as well as cognitive and affective imagery which have a significant effect on intention to return, the results of which show a positive change in the level of travel satisfaction and intention to return from respondents who enjoy their travel experience with attractiveness. natural scenery, proximity to nature, beautiful natural wonders, and adequate tourism infrastructure.

The novelty of this research compared to previous research lies in the object, many have researched using the variable Travel Motivation, eWom, and Eco Destination Image as independent variables, as well as visiting intention and visiting decision as the dependent variable, but no one has examined all of the above variables on tourist attractions. Gadang Clock. Just as in research from (Libre et al., 2022) concluded that destination image, tourist experience, value received by tourists, and tourist satisfaction can influence tourists' intention to return to tourist destinations. So that's why researchers are interested in conducting research on the Gadang Clock tourist attraction in the City of Bukittinggi.

**LITERATURE REVIEW**

Tourism

Tourism is the practice of going to and staying at various locations for fun, relaxation, or Travel for leisure or vacation is referred to as tourism, and it is a leisure-oriented activity. According to Hakim and Mulia (2019), tourism includes a wide range of activities that visitors engage in that are made possible by the supply of amenities and services by the local population, other travellers, governmental bodies, regional authorities, and business owners. Tourism covers a wide range of travel activities that people, families, and groups engage in when they temporarily relocate from their principal abode to another location for vacationing. The accessibility of amenities and services provided by tourist destinations and the local community, with the expectation that visitors will eventually return to their original place of residence, encourage this unhurried pursuit.

According to Ariesta et al. (2020), tourism goods refer to the services that visitors acquire, experience, or perceive when they depart from their residences, travel to specific tourist locations, and afterwards return home. As to the World Tourism Organisation (WTO), tourism refers to the human activity of travelling and residing in destinations that are distinct from their regular everyday environment. Tourism plays a pivotal role in fostering growth and enhancing well-being within the realm of destination image development and tourism investment (Illah, 2019).

**Travel Motivation**

Motivation plays a crucial role in the decision-making process of tourists throughout their visit (Fitroh et al., 2017). The motivation to travel serves as a catalyst for travellers to visit various tourist attractions and plays a significant role in their decision-making process about these destinations (Rukmana & Andjarwati, 2020).

The present body of literature extensively acknowledges travel motivation as a significant determinant of ecotourism aspirations. In a comprehensive framework by Meleddu and Pulina (2016), an examination of the factors influencing tourists' Tourists' willingness to pay more for ecotourism indicates that their intentions are significantly influenced by their holiday goals, vacation preferences, attitudes towards ecotourism, environmental convictions, and subjective standards.

**Electronic word of mouth (eWOM)**

According to the research conducted by Goker and Ayar (2020), the dissemination of information can be achieved through two primary methods: word-of-mouth communication and the utilization of social media platforms for rapid information sharing. This study also examines the possible impact of electronic word-of-mouth (eWom) on consumer behavior. In the study conducted by Prayogo et al. (2016), it was shown that electronic word of mouth serves as an informal means of communication targeted towards customers and visitors seeking information about a certain destination. It is thought that using this method of communication is more efficient than relying on the information services provided by travel agency companies. According to the research done by Abubakar and Ilkan (2016), travellers' knowledge gained from social media platforms can be an added benefit, ultimately affecting their choice to travel to a specific location.

E-WOM, an acronym for Electronic Word of Mouth, refers to the dissemination of information, opinions, and recommendations through electronic channels, such as social media platforms, online forums, and review websites. According to Firdaus (2020), contemporary consumers exhibit a discerning and engaged approach while expressing their viewpoints regarding newly established tourist attractions, sites, or destinations. According to Suwarduki et al. (2016), electronic word-of-mouth (eWOM) allows the general public to engage in unrestricted and unregulated discussions, expressing both good and negative opinions on the tourist attraction under consideration. The aspects of electronic word of mouth, as discussed by Henning et al. in the studies conducted by Yulivia (Mahgpiroh, 2017; Yulivia, 2019), are as follows. According to Hakim and Mulia (2019), E-Wom, which stands for electronic word of mouth, refers to the expression of both positive and negative feedback by customers regarding a product or tourist destination, namely through online platforms. According to Hakim and Mulia (2019), tourists tend to see online evaluations from social media as more favorable and accurate compared to the information offered by tourism service providers, which includes many indicators.

**Destination Image**

The concept of destination image refers to the mental perception or impression that individuals hold towards a particular destination. It encompasses the overall image,

The notion of destination image refers to the conceptualization and perception held by consumers regarding the desired product or service they intend to purchase (Anggraeni & Astini, 2020). Happy and Astini (2020) suggest that the concept of destination image encompasses a combination of knowledge, beliefs, impressions, and overall sentiments held by tourists towards a certain tourism location. The concept of destination image pertains to the cognitive and affective representations held by individuals or groups regarding their beliefs, impressions, prejudices, and emotions towards a specific area or travel destination. The concept of destination image refers to the mental representation, visual depiction, and perception of a certain place, which reflects the impressions held by travellers regarding its attractions. The concept of destination image refers to the comprehensive perception or impression that an individual holds regarding a particular area (Fajrin & Mulia, 2020).

The idea of a destination image, according to Lawson and Bond-Bovy (1977), includes the cognitive elements of knowledge, observation, imagination, and emotional beliefs that people have about a particular location or thing. The concept of a destination image, according to Crompton (1979), refers to a person's cognitive representation of a particular geographic region that includes in-depth knowledge, emotional responses, and subjective judgments. The current study analyses the idea of destination image as an individual's general perception of a certain place, in line with earlier scholarly inquiries. Destination image has been divided into three categories by several academic studies: cognitive image (Prayag, 2008; Rahman et al., 2020), emotive image (Lee et al., 2005), and total image (Del Bosque and San Mart, 2008). According to Zhang et al. (2014), the cognitive component deals with a person's opinions and understanding of a particular area, whilst the affective component deals with the person's emotional responses to the many features of that location. A person's full view of a destination is what the idea of the overall picture component refers to (Echtner & Ritchie, 1991). According to research by De Lima Pereira et al. (2021), tourists' decision-making when choosing their preferred travel destinations is significantly influenced by their opinion of a place holistically.

**Visit Intentions**

The concept of intention to visit refers to the act of motivating visitors to travel to a particular destination and its subsequent impact on an individual's decision-making process on the selection of tourist attractions to visit. In alternative terms, it posits that the inclination to engage in tourist activities may also be subject to the effect of the tourists' underlying motivations. According to Fajrin and Mulia (2020), The presence of interest serves as a powerful driving force that influences tourists in their decision-making process (Aulia & Yulianti, 2019).

Satyarini et al. (2017) posit that the concept of intention to visit may be seen as an individual's own inclination, volition, and enthusiasm towards visiting a particular destination, and is intricately linked to one's attitude. The foundation of decision-making and the notion of tourist intentions to visit are rooted in intentions and attitudes. The study conducted by Ariyanto and Prahandono (2018) posits that the intention to visit plays a pivotal role in influencing decision-making processes. Yacob et al. (2019) suggest that intention refers to the behavioural aspect of tourists engaging in tourism activities. Arvitriani and Wahyono (2019) propose that the concept of visiting intention pertains to the inclination of individuals to visit a specific tourist destination, hence exerting an influence on their decision-making process with regards to engaging in such visits. According to the opinions of various experts, it has been concluded that variables like encouragement, action, and a close relationship to the attitude and conduct of people participating in tourism activities all have an impact on people's propensity to travel to tourist locations. These factors play a significant role in shaping the decision-making process regarding tourist visits.

**Visit Decision**

The act of visiting entails a systematic evaluation of a particular choice by visitors, which is contingent upon specific considerations (Ariyanto & Prihandon, 2018). Sudigdo and Khalifa (2020) suggest that the act of visiting a site can be understood as an individual's deliberate choice, influenced by a series of factors that are taken into account. The choice to engage in tourism shares a similar conceptual framework with consumer purchasing decisions, albeit modified to encompass the decision-making process related to selecting and participating on tours. The act of visiting is a cognitive process wherein individuals assess and select an option after taking into account specific factors (Anggraeni & Astini, 2020). The act of choosing to visit a particular destination involves a systematic evaluation of several options, which is contingent upon specific factors (Fajrin & Mulia, 2020).

Satyarini et al. (2017) identified several aspects that exert effect on the decision-making process regarding the purchase or visitation of a tourism destination.

1. The characteristics of visitors can be analysed based on socio-economic factors, including age, education, income, and past experience. Additionally, behavioural traits such as motivation, attitudes, and values can also be taken into consideration.
2. The recognition of the advantages associated with travel and the acquisition of information pertaining to the intended locations, including familiarity with the destination's reputation.
3. The present study encompasses a comprehensive analysis of travel reviews, encompassing factors such as distance, duration of stay at the tourist site, temporal and financial limitations, anticipated level of uncertainty, and the degree of reliance on travel agents.
4. The advantages of tourist locations encompass various factors such as the range of offerings available, the level of service quality, the characteristics of the physical and social environment, the prevailing political situation, the ease of accessibility, the behavior exhibited by local people towards tourists, and the overall image projected by the tourist destination.
5. The phase of the tourism decision-making process wherein tourists engage in active behavior.

**Research Hypothesis**

**The impact of destination perception on travel decisions.** Fajrin and Mulia's research (2020) found that stating a destination's image had a substantial impact on travellers' choices. According to Satyarini et al. (2017), the perception of a destination has a big impact on travellers' choices. According to the research findings of Anggraeni and Astini (2020), destination image influences travel decisions favorably. According to Sudigdo and Khalifa's research from 2020, travellers' decisions to visit Jakarta are influenced by the destination's image. According to research by Kurniawan and Maftukhah (2020), the perception of a destination has a big impact on travellers' choices. According to research by Ariyanto and Prihandono (2018), the perception of the destination has a big impact on people's decisions to travel to Jepara. In this study, hypothesis 1 is put out based on prior research

**H1:** The likelihood that tourists will visit the Gadang Clock Tower is significantly influenced by the destination's image.

**The impact of destination perception on intended traveller behaviour.** According to research by Fajrin and Mulia (2019), destination image significantly influences visitors' intentions to travel there. According to research by Arista et al. (2020), destination image significantly influences visitors' intentions to visit. According to Liu et al.'s (2018) research, the perception of a destination influences travellers' intent to travel there. According to Ariyanto and Prihandono's (2018) study, there is a favorable correlation between destination image and travel intention to Jepara. According to earlier research by Yacob et al. (2019), destination image significantly influences visitors' intentions to travel. According to Prayogo et al. (2016), destination image significantly influences travellers' intentions to travel to Yogyakarta. In this investigation, hypothesis 2 is suggested based on prior research

**H2:** The likelihood that tourists will visit theGadang Clock Tower is significantly influenced by destination image.

**E-WOM's Impact on Decisions to Visit.** Fajrin and Mulia's (2010) study found that eWom significantly influences people's decisions to visit the Kalibiru tourist site. The study's findings, which are corroborated by Kurniawan & Maftukhah (2020), demonstrate that e-Wom significantly affects visitors' pleasure with their experience at the Banjarejo Tourism Village. According to Sari and Pangestuti (2018), e-wom significantly influences whether or not people choose to visit the Coban Rais BKPH Pujon tour.

**H3:** is put out based on prior research. E-WOM significantly influences whether or not tourists choose to visit the Clock Tower.

**E-WOM's Impact on Visit Intentions.** According to research by Göker and Ayar (2020), eWom significantly influences travel inclinations to Safranbolu, a city that was designated a UNESCO World Heritage Site. According to research by Zarrad and Debabi (2015), eWom has a favorable impact on travellers' intentions to travel to Tunisia. According to Prayogo et al.'s (2016) study, e-women significantly affect travellers' intentions to travel to Yogyakarta. The findings of Ariyanto and Prihandon's research from 2018 demonstrated a positive relationship between e-Wom and intention to visit Jepara. The fourth hypothesis put out in this study is based on earlier research.

**H4:** TheGadang Clock Tower Visitation Intention of Tourists is Significantly Affected by E-WOM

**The impact of travel motivation on decisions regarding visits.** The decision to visit the Kalibiru tourist attraction is significantly influenced by travel motivation, claim researchers Fajrin and Mulia (2020). According to Anggraeni and Astini's research findings (2020), motivation influences Millennials' decision to visit the National Museum favourably. According to Fitroh et al. (2017), motivation significantly influences whether or not a person chooses to do the Ijen Crater Nature Tour.

**H5:** is put out based on prior research. Travel motive significantly influences whether or not travellers choose to visit the Clock Tower.

**The impact of travel inspiration on intended visits.** Travel motivation has a substantial impact on the intention to visit the Grobogan Reservoir tour, Bojonegoro Regency, according to research by Rukmana & Andjarwati (2020). According to Pantai et al.'s research (2021), there is a direct correlation between travel motivation and visitors' intents. According to Khan et al.'s research, visiting intentions are significantly influenced by travel motivation. The sixth theory put forward in this study is based on prior research and is as follows:

**H6:** Tourists' intent to visit theGadang Clock Tower is significantly influenced by their travel motive.

**The impact of visit intentions on travel choices.** The intention to visit has a substantial impact on the choice to visit the Kalibiru tourist site, according to research by Fajrin & Mulia (2019). Additionally, Satyarini et al. (2017) discovered that visitor intentions significantly influence travel choices. According to the findings of earlier research, Ariyanto and Prihandono (2018) discovered that the decision to travel to Jepara was positively influenced by the intention to do so. According to prior research, the study's seventh hypothesis is as follows:

**H7:** Tourists' decision to visit theGadang Clock Tower is significantly influenced by their intention to do so.

**Conceptual framework**

H2

H1

Visit Intentions

Travel Motivation

H4

H6

H3

H7

E-WOM

Visit Decision

H5

Eco Destination Image

**METHOD**

Techniques for Design, Population and Sample, and Data Collection

Because the goal of this research design is to measure behavior and attitudes, a quantitative technique is used (Sekaran, 2017). The study used non-probability purposive sampling, where the sample must meet certain criteria (Sekaran, 2017), with the accidental sampling method (Sugiyono, 2013), which is a sampling method based on coincidence, in which visitors who coincidentally/accidentally meet researchers can be used as a sample (Marlina, 2022)

To determine the number of samples in this study is by calculating the number of independent variables from this study (Cohen, 1992). In this study there were 3 independent variables, based on the significance level formula table made by (Cohen, 1992) with a significance level of 5%, the number of 3 independent variables and R Square 0.10 with the maximum number of fractures indicating an endogenous construct in the model structural. Then the number of samples used in this study were 150 samples of tourist objects at the Bukittinggi Clock Tower. There are many respondent profiles in the sample, including gender, age, education level, and monthly income.

**Methods for Measuring and Analysing Data**

An adaptation of measurements from highly regarded international scientific journals pertinent to the research issue was carried out in order to make sure that the questionnaire provides good validity and reliability in accordance with the standards (Hair et al., 2014). Three questions were used to measure travel motivation, along with five for E-WOM, six for eco destination image, three for intention to visit, and two for visiting decisions. Because 5-point scales make it simpler for respondents' perceptions to match up, each thing that respondents thought was evaluated using a 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree) (Revilla et al., 2014). Because the questionnaire items were taken from scientific journals written in English and then translated into Indonesian, the respondents all had the same level of understanding of the generated questionnaire items (Brislin, 1970). The PLS-SEM method is also an excellent choice because this study model is predictive. A data analysis technique called PLS-SEM serves as a predictor for creating useful models (Hair et al., 2014).

**RESULTS**

150 questionnaires were sent, and this is the main information. These 150 questionnaires are acceptable and practical to test because they satisfy the recommendations for sample size and number (Hair et al., 2014). Following the collection of the primary data, an analysis of the respondent characteristics and a PLS-SEM technique analysis were completed. As shown in the table below, respondent characteristics will be characterised in terms of gender, age, education, and income.

**Table 1 Profile Responden**

|  |  |  |
| --- | --- | --- |
| **Categories** | **Frequency** | **%** |
| **Gender** |  |  |
| Male | 64 | 42.7 |
| Female | 86 | 57.3 |
| **Age** |  |  |
| 17-20 years | 15 | 10 |
| 20-25 years | 81 | 54 |
| 26-35 years | 39 | 26 |
| 36-40 years | 7 | 4.7 |
| 41-45 years | 5 | 3.3 |
| >45 years | 3 | 2 |
| **Education Level** |  |  |
| No School | 0 | 0 |
| Primary School | 2 | 1.3 |
| Junior Highschool | 11 | 7.3 |
| Senior Highschool | 65 | 43.3 |
| Diploma | 11 | 7.3 |
| Bachelor | 61 | 40.7 |
| **Occupation** |  |  |
| Self-employed | 31 | 20.6 |
| Worker/Worker | 12 | 8 |
| Private employees | 30 | 20 |
| BUMN employee | 11 | 7.3 |
| TNI/Polri | 4 | 2.6 |
| Student / Student | 13 | 8.6 |
| Teacher | 7 | 4.6 |
| Housewife | 9 | 6 |
| Traders | 2 | 1.3 |
| Breath | 3 | 2 |
| Contract employee | 5 | 3.3 |
| Photographer | 6 | 4 |
| Daily clerk | 5 | 3.3 |
| Ex Student | 2 | 1.3 |
| Others | 10 | 6.6 |
| **Total Visit to Harau Valley** |  |  |
| Once | 68 | 45.3 |
| Twice | 47 | 31.3 |
| Third time | 10 | 6.7 |
| More third time | 25 | 16. 7 |

According to consumer responses from the 150 questionnaires mentioned above, 64 (42.7%) more female responses were received than male responses, which numbered 86 (57.3%). This demonstrates that more women visit tourist destinations to simply relax after their daily tasks. Compared to males, they prefer to unwind at tourist destinations that offer stretches of breathtaking natural scenery, as women are considered to lead more luxurious lifestyles and typically experience more emotional ups and downs. Regarding the respondents' varying ages, responses from respondents between the ages of 17 and 25 made up 91 (60.7%), those between the ages of 26 and 35 made up 39 (26%), those between the ages of 36 and 45 made up 17 (11.3%), and those from respondents older than 45 made up 3 (2%). This indicates that the majority of respondents were women of reproductive age, specifically those between the ages of 17 and 25, who made up 91 (60.7%) of the total. At that age, the decision to visit was more likely to involve irrational behaviour because women's responses predominated in this study. 65 (43.3%) respondents had a high school diploma, 11 (7.3%) had one, and 61 (40.7%) had one. Because it is well known that more women are continuing their education now than ever before and because this is also evident in the overall population, it demonstrates that the dominance of education tends to be more high school graduates. Another factor is that recent graduates from the millennial and generation Z generations undoubtedly know more about tourism destinations than older generations do.

**Table 2 Validity and Reability Results**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Pernyataan** | **Validity** | **Reability** | **Accepted** |
| **LF** | **AVE** | **CA** | **CR** |
| Motivation :M1. I want to go on an adventure at the Gadang Clock Tower tourist attractionM2. I want to break away from my daily work routine while looking at the Gadang ClockM3. I want to feel relaxed with a new atmosphere at the Clock Tower | 0,8910,9470,932 | 0,853 | 0,914 | 0,946 | YesYesYes |
| Electronik Word Of Mouth :E-WOM1. Through social media, I got information about the Gadang Clock Tower tourist attractionE-WOM2. Social media is an effective promotional tool for the Gadang Clock Tower objectE-WOM3. Through social media, I got recommendations regarding the Gadang Clock Tower tourE-WOM4. Through social media, I got information on access to the Gadang Clock Tower tourE-WOM5. Through social media, I get information about other people's positive experiences with the Gadang Clock Tower tour | 0,822-0.7760,7530,882 | 0,656 | 0,830 | 0,884 | YesYesYesYes |
| Eco Destination Image :EDI1. I enjoy facilities such as prayer rooms, toilets, rest areas which are located at the Clock TowerEDI2. I feel comfortable when visiting theGadang Clock Tower tourEDI3. Gadang Clock Tour has characteristics like London's Big Ben | 0,8270,9460,946 | 0,825 | 0,898 | 0,934 | YesYesYes |
| Intention to Visit :IV1. It's easier for me to go to the Gadang Clock location because of access to easy-to-understand instructions.IV2. Gadang Clock is my favorite tourist attractionIV3. I used tourism services before visiting the Clock Tower | -0,8430,926 | 0,784 | 0,731 | 0,878 | YesYes |
| Visiting Decision :VD1. I first evaluate alternative options before going on vacation to the Clock TowerVD2. I am confident to choose theGadang Clock Tower tour as a vacation spot. | 0,8980,903 | 0,810 | 0,766 | 0,895 | YesYes |

According to the principle that each indicator must be highly correlated while distinct constructs should not, discriminant validity seeks to ascertain whether a reflective indicator is an accurate measure of its construct (Ghozali & Latan, 2015). Cross Loadings, the Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT) values are used to assess the discriminant validity (Henseler et al., 2015).

**Table 3 Cross Loading Results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Constructs** | **Eco Destination Image** | **EWOM** | **Intention to Visit** | **Motivation** | **Visit Decision** |
| **EDI1** | **0.827** | 0.625 | 0.122 | 0.512 | 0.134 |
| **EDI2** | **0.946** | 0.729 | 0.259 | 0.677 | 0.294 |
| **EDI3** | **0.946** | 0.726 | 0.223 | 0.668 | 0.282 |
| **EWOM1** | 0.571 | **0.822** | 0.372 | 0.792 | 0.409 |
| **EWOM3** | 0.679 | **0.776** | 0.235 | 0.627 | 0.223 |
| **EWOM4** | 0.659 | **0.753** | 0.196 | 0.522 | 0.257 |
| **EWOM5** | 0.642 | **0.882** | 0.406 | 0.639 | 0.432 |
| **IV2** | 0.046 | 0.162 | **0.843** | 0.219 | 0.622 |
| **IV3** | 0.327 | 0.490 | **0.926** | 0.398 | 0.799 |
| **M1** | 0.525 | 0.685 | 0.301 | **0.891** | 0.358 |
| **M2** | 0.704 | 0.786 | 0.342 | **0.947** | 0.390 |
| **M3** | 0.686 | 0.762 | 0.361 | **0.932** | 0.394 |
| **VD1** | 0.190 | 0.347 | 0.733 | 0.312 | **0.898** |
| **VD2** | 0.313 | 0.433 | 0.732 | 0.429 | **0.903** |

The purpose of cross-loadings is to make sure that the construct's correlation with the item is higher than that of the other constructs. According to Ghozali and Latan (2015), the predicted cross-loading value is >0.70. This model satisfies these requirements since it has a higher correlation between the construct and the item than it does with the other construct items (see Table 3). The following table also includes the Fornell-Larcker Criterion assessment.

**Table 4 Fornell-larcker Criterion Results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Constructs** | **EWOM** | **Eco Destination Image** | **Intention to Visit** | **Motivation** | **Visit Decision** |
| **EWOM** | **0.810** |   |   |   |   |
| **Eco Destination Image** | 0.767 | **0.908** |   |   |   |
| **Intention to Visit** | 0.398 | 0.237 | **0.885** |   |   |
| **Motivation** | 0.808 | 0.695 | 0.363 | **0.924** |   |
| **Visit Decision** | 0.433 | 0.280 | 0.814 | 0.413 | **0.900** |

According to Heseler et al. (2015), the Fornell-Larcker Criterion value compares the value of the square root of the AVE of each correlated construct with other constructs. For the model to be discriminantly valid, the square root value of the AVE must be bigger than the correlation values of the other components (Fornell & Larcker, 1981). Based on this, the model passes the good test and receives a good grade (see Table 4).

**Table 5 HTMT Results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Constructs** | **EWOM** | **Eco Destination Image** | **Intention to Visit** | **Motivation** | **Visit Decision** |
| **EWOM** |  |  |  |  |  |
| **Eco Destination Image** | 0.898 |  |  |  |  |
| **Intention to Visit** | 0.438 | 0.250 |  |  |  |
| **Motivation** | **0.908** | 0.746 | 0.423 |  |  |
| **Visit Decision** | 0.508 | 0.312 | **1.069** | 0.492 |  |

The Heterotrait-Monotrait (HTMT) approach is the most sensitive evaluation because it is advised to employ a different technique to evaluate discriminant validity. HTMT 0.90 is the suggested value (Henseler et al., 2015). As a result, the model was at the level of satisfactory test criterion (HTMT 0.90), which means that all construct associations passed the assessment of discriminant validity (see Table 5).

**Table 6 R2 and Q2 Results**

|  |  |  |  |
| --- | --- | --- | --- |
| **Constructs** | **R Square** | **R Square Adjusted** | **Q²** |
| **Intention to Visit** | 0.179 | 0.162 | 0.116 |
| **Visit Decision** | 0.680 | 0.671 | 0.536 |

By describing endogenous constructs, the R2 method evaluates the power of external constructions. If the value of R2 is 0.75 (strong), 0.50 (moderate), or 0.25 (weak), the value ranges from 0 to 1 (Sarstedt et al., 2017). Weak skills are produced by the variance of motivation, E-WOM, ecodestination image, and intention to visit, as indicated by the R2 value of 0.179 for this variable. While this was going on, an insufficient level of model capability was produced by the R2 Visiting decision (0.680) as described by the E-WOM, Eco Destination Image (see Table 7).

**Table 7 Path Coefficient Results**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hipotesis** | **β** | **T Statistik** | **P Values** | **Decision** |
| EWOM -> Intention to Visit | 0.416 | 3.242 | 0.001 | Supported |
| EWOM -> Visit Decision | 0.071 | 0.733 | **0.464** | Unsupported |
| Eco Destination Image -> Intention to Visit | -0.196 | 2.042 | 0.042 | Supported |
| Eco Destination Image -> Visit Decision | -0.018 | 0.234 | **0.815** | Unsupported |
| Intention to Visit -> Visit Decision | 0.756 | 17.275 | 0.000 | Supported |
| Motivation -> Intention to Visit | 0.163 | 1.513 | **0.131** | Unsupported |
| Motivation -> Visit Decision | 0.093 | 1.104 | **0.270** | Unsupported |

The table above shows an explanation of the tested hypothesis test analysis with a significance of 5%. Automatically, this produces a critical statistical t number of ± 1.655. The assumption is accepted if the t statistic is greater than 1.655 t table. On the other hand, if the t statistic is less than 1.655 t table, the feasibility test is rejected. The results of this statistical test answer all research questions, and the descriptions can be found in the following descriptions.

**DISCUSSION**

**Electronic Word Of Mouth Influences Visit Intentions**

Judging from the results of the first hypothesis test, the statistical T value for the relationship between Electronic Word Of Mouth and Intention to Visit has a value of 3.242 > T Table, namely 1.655. So the first hypothesis, which is widely accepted, supports the idea that Electronic Word Of Mouth has a significant influence positive towards the intention to visit the Gadang Clock Tower tourist attraction. The better the eWom, the higher the Intention to visit. That is, if eWom's reputation increases, the intention to visit also increases.

The results of this study are in line with the research of Prayogo et al., (2016) examining the spread of the Internet, virtual interaction among tourists has become an important matter for the spread of electronic word of mouth. The results of this study electronic word of mouth has a positive effect on visiting intentions. In addition, contrary to the research of Zarrad H & Debabi M (2015), this study aims to identify theoretical arguments and hypotheses regarding the linkage of information seeking of an organization through electronic word of mouth to visiting intentions. The results of this study electronic word of mouth has a positive effect on visiting intentions. Research by Göker & Ayar (2020) to reveal the influence of communication from social media and the tendency to choose travel information. This research Electronic Word Of Mouth positively and significantly influences the intention to visit the UNESCO World heritage city of Safranbolu.

**Electronic Word Of Mouth Influences Visiting Decisions**

Judging from the results of the second hypothesis test, the statistical T value for the relationship between Electronic Word Of Mouth and Visiting Decisions has a value of 0.733 > T Table, namely 1.655. So the second hypothesis, not widely accepted, supports the idea that Electronic Word Of Mouth has no influence significantly to the decision to visit theGadang Clock Tower tourist attraction. The better the eWom, the higher the decision to visit. That is, if eWom's reputation decreases, the decision to visit also decreases

This research has similarities with previous research conducted by Fajrin & Mulia (2020) which investigated an important factor in electronic word of mouth search that influences tourists' decisions to visit tourist areas, namely "Kalibiru Tourism Village". In this study, electronic word of mouth has a significant effect on visiting decisions. In line with the research of Hakim & Mulia (2019) in this study analyzing and testing the relationship of electronic word of mouth to visiting decisions, this research has significant effect on visiting decisions on the island of Bali. Research by Kurniawan & Maftukhah (2020), this study electronic word of mouth is significant for the decision to visit a tourist village in Banjarejo Tourism

**Destination Image Influences Visit Intentions**

Judging from the results of the third hypothesis test, the statistical T value for the relationship between Destination Image and Visit Intention has a value of 2.042 > T Table, which is 1.655. Then the third hypothesis can be accepted, it can be said that Destination Image has a significant positive influence on Intention to Visit theGadang Clock Tower tourist attraction, so tourists will plan to visit theGadang Clock Tower tourist attraction. The better the Destination Image, the higher the intention to visit. That is, if the reputation of the Destination Image increases, the intention to visit also increases.

This research has similarities with previous research conducted by Fajrin & Mulia (2020), this research is destination image. In line with the research of Liu et al. (2018), destination image has a significant relationship with the intention to visit Islamic tourism objects in Taiwan. In line with the research of Yacob et al. (2019), showing a significant destination image of the intention of tourists to visit tourist villages in Kerinci Regency.

**Destination Image Influences Visiting Decisions**

Judging from the results of the fourth hypothesis test, the statistical T value for the relationship between Destination Image and Visit Decision has a value of 0.234 > T Table, which is 1.655. Then the fourth hypothesis cannot be accepted, it can be said that Destination Image does not have a significant positive influence on the decision to visit theGadang Clock Tower tourist attraction.

The results of this study are in line with research conducted by Satyarini et al, (2017) which showed that the results of destination image significantly influence the decision to visit tourism in Pemuteran Village. This is in line with Anggraeni & Astini's research (2020) which shows the image of a destination significantly influences the decision of millennials to visit the National Museum. Museums in Indonesia. Research by Fajrin & Mulia (2020) that destination image has a significant effect on the decision to visit a tour, namely "Kalibiru Tourism Village

**Visiting Intentions Affect Visiting Decisions**

Judging from the results of the fifth hypothesis test, the statistical T value for the relationship between visiting intentions and visiting decisions has a value of 17.275 > T table, namely 1.655. So the fifth hypothesis, which is widely accepted, supports the idea that visiting intentions have a significant positive influence on visiting decisions. to the Gadang Clock tourist attraction. The better the intention to visit, the higher the decision to visit. That is, if the reputation of the intention to visit increases, the decision to visit also increases.

This research has similarities with previous research by Fajrin & Mulia (2020), this study aims to investigate the important factors that influence tourists' decisions to visit tourist areas, namely "Kalibiru Tourism Village. The result of this research is the intention to visit also has a significant effect on the decision to visit. In addition to this research by Satyarini et al, (2017), this research examines the influence of tourist intentions to visit tourist destinations in Pemuteran Village with the results that visiting intentions have a significant effect on visiting decisions.

**Travel Motivation Influences Visit Intentions**

Judging from the results of the sixth hypothesis test, the statistical T value for the relationship between travel motivation and visiting intentions has a value of 1.513 > T table, namely 1.655. So the sixth hypothesis, not widely accepted, supports the idea that travel motivation has no significant effect on visiting intentions. to the Gadang Clock tourist attraction. The better the travel motivation, the higher the intention to visit. That is, if the reputation of travel motivation decreases, the intention to visit also decreases

This research has similarities with previous research by Khan et al (2019), research found that travel motivation has a positive effect on visiting intentions. In line with the research of Pantai et al (2021), this study aims to determine the effect of travel motivation on visiting intentions at Baru Beach, Bantul, Yogyakarta. In this study, travel motivation has a positive influence on visiting intentions. Research by Rukmana & Andjarwati (2020), this research is to see the effect of Travel Motivation on the intention to visit tourist visitors to the Grobogan Reservoir tour, Bojonegoro Regency, this research travel motivation has a significant effect on visiting intentions.

**Travel Motivation Affects Visiting Decisions**

Judging from the results of the seventh hypothesis test, the statistical T value for the relationship between travel motivation and visiting decisions has a value of 1.104 > T table, namely 1.655. So the seventh hypothesis, not widely accepted, supports the idea that travel motivation does not have a significant effect on visiting decisions. to the Gadang Clock tourist attraction. The better the travel motivation, the higher the decision to visit. That is, if the reputation of travel motivation decreases, the decision to visit also decreases

The results of this study are in contrast to the research of Fajrin & Mulia (2020) which investigates an important factor of travel motivation that influences tourists' decisions to visit tourist areas, namely "Kalibiru Tourism Village". In this study, travel motivation has a significant effect on visiting decisions. Contrary to Hakim & Mulia's research (2019), this study has significant travel motivation for visiting decisions on the island of Bali. Research by Isa and Ramli (2014), discusses building tourist visits to new tourism areas in many cases depending on tourist behavior, one of which is significant travel motivation to the decision to visit FRI Aquarium Penang in Malaysia.

**CONCLUSION**

The results of hypothesis testing indicate that there is a substantial relationship between Variables X and Y, namely Motivation, E-WOM, Eco Destination Image, Visit Intentions and Visit Decisions. The results of this study show that, in contrast, Visitor Intention and Visitor Decisions have a greater impact on E-WOM and Eco Destination Image, whereas Motivation has a smaller impact and is less significant when comparing the x and y factors. TheGadang Clock Tower tourist site needs to be able to maintain its reputation for friendliness. so that visitors can enjoy themselves and return home with wonderful memories. E-WOM also has an effect on visitors' intentions, piqueing their curiosity and resulting in visits to the Clock Tower. It must be able to elicit an emotional response that makes visitors feel at home while they are there in order for them to select theGadang Clock Tower Tourism Object as their first option when making travel plans. This research is limited to the variables of motivation, E-WOM, Eco Destination Image, intention to visit and also the decision to visit. TheGadang Clock Tower Tourism Object is expected to be able to hold training sessions or workshops for managers or the surrounding environment. Training sessions or seminars are focused on building visitor trust in the Gadang Clock Tower Tourism Object to enhance an amazing travel experience.

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