

The Influence of Destination Image and Tourist Attraction on Visitor Satisfaction Case Study at Bogor Botanical Garden

*Image, Tourist
Attraction and
Satisfaction*

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ABSTRACT

This research aims to determine: (1) the influence of Destination Image on the Satisfaction of Visitors to the Bogor Botanical Gardens, (2) the influence of Tourist Attractions on the Satisfaction of Visitors to the Bogor Botanical Gardens, (3) the influence of Destination Image and Tourist Attractions on the Satisfaction of Visitors to the Bogor Botanical Gardens. Data collection was carried out using a questionnaire-based survey distributed to 105 respondents. The sampling technique uses purposive sampling with the characteristics of respondents, namely tourists who have visited the Bogor Botanical Garden once in the past year. The data analysis methods used are descriptive analysis, SEM-PLS analysis, outer model, inner model, and hypothesis testing using SmartPLS version 4 software. Based on the test results, the data obtained are as follows: (1) Destination image partially has a positive and significant effect on visitor satisfaction at the Bogor Botanical Gardens, (2) Tourist attraction partially has a positive and significant effect on visitor satisfaction at the Bogor Botanical Gardens, (3) Destination image and tourist attraction simultaneously have a significant effect on visitor satisfaction at the Bogor Botanical Gardens, (4) Tourist Attraction is the variable that has the most influence on visitor satisfaction to the Bogor Botanical Gardens.

Keywords: *Tourism, Destination Image, Tourist Attraction, Visitor Satisfaction*

INTRODUCTION

Tourism can be understood as the activity of traveling from a place of residence temporarily to an area for certain reasons, which is not intended to earn a living or stay (Suwena & Widyatmaja, 2017). Tourism is a very important sector for some countries in the world, because tourism contributes to the three main priority goals of developing countries, namely (1) generating income, (2) increasing foreign exchange earnings, and (3) creating employment opportunities. (Rainanto et al., 2023). The tourism industry offers various types of tourism which continues to develop along with changes in tourist trends and preferences, which influence the level of demand for various services (Saragi et al., 2022). So it requires managers to continue to adapt to market changes and changing tourist preferences (Manurung et al., 2019).

These diverse types of tourism include natural, cultural, culinary, educational, religious, historical, maritime, hunting, shopping, pilgrimage, sports, ecotourism, agrotourism and other types of tourism. This tourism diversity attracts the attention and interest of local and foreign tourists to explore various tourist destinations in Indonesia (Saragi et al., 2022). Several cities in the West Java region, such as Bogor, have great potential in terms of tourism.

Bogor is known as a city that has a wide choice of tourist destinations and other potential, including educational, natural, cultural, culinary, souvenir tourism, and even tourism and cultural activities that can be enjoyed in the city of Bogor. With the tourism potential of the city of Bogor and its strategic geographical position, Bogor has become a city targeted by people, especially Jakarta and its surroundings, for spending holiday time. One of the popular holiday destinations in Bogor City is the Bogor Botanical Gardens.

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The Bogor Botanical Gardens is a tourism icon that reflects the characteristics of Bogor City, which takes the form of a large botanical garden located in the center of the city. This destination was formed on the initiative of Prof Caspar Georg Carl Reinwardt as a plant expert who came from Germany on May 18 1817. The area of this destination is up to 87 hectares and contains 15,000 types of plants and trees from various parts of the world. So many visitors to the Bogor Botanical Gardens conduct research or field trips.

The Bogor Botanical Gardens are experiencing problems related to tourist visits which tend to fluctuate and there are several negative reviews about the Bogor Botanical Gardens written by visitors on Google reviews. Total tourists in 2018 reached 898,267 people, then in 2019 there was a decline with the number of visitors only reaching 858,000 tourists. In 2020 there was a decrease in visitors by 272,020 tourists due to the Covid-19 pandemic so visitors had to be limited. In 2021, the number of visitors to the Bogor Botanical Gardens will increase by 59,041 tourists. However, in 2022, the Bogor Botanical Gardens will experience a decline again with the number of visitors only reaching 516,162 tourists..

Negative reviews about the Bogor Botanical Gardens written by visitors on Google reviews include the high price of entrance tickets and vehicle parking tickets which are considered not comparable to other tourist destinations, the large number of illegal fees at the Bogor Botanical Gardens, and the road conditions tend to be uncondusive because repairs are being carried out. roads, the minimum number of toilets that are adequate in terms of cleanliness, and the quality of service is still not good.

This problem requires the management of the Bogor Botanical Gardens to make various efforts to overcome the problem and increase visitor satisfaction. According to Fatihudin and Firmansyah (2019) visitor satisfaction is an assessment of how far visitors are happy with the services or products they receive. Visitor satisfaction is an important factor in this case because it can increase company profitability (Nurjanah & Rainanto, 2021).

The factors that also influence tourist satisfaction are destination image and tourist attraction. According to Nurhayati, et al (2019) destination image is a factor of beliefs that exist within tourists regarding a product and service offered by a tourist destination. Quality tourist destinations can give a positive impression to potential tourists, encouraging them to visit a tourist destination (Salma & Manurung, 2023). In accordance with previous research, a relationship was found between destination image and visitor satisfaction, such as Septiandari, et al (2021) which showed that destination image had a significant and positive effect on visitor satisfaction. However, Putri (2022) in her research shows that destination image has a negative and insignificant effect on tourist satisfaction. Karimah & Hastuti (2019) explained that tourist attraction is the most important driving force in providing motivation for visitors to visit a destination. In accordance with research from Ayuni (2019), it was found that tourist attractions influence visitor satisfaction. However, Mardiana's research (2021) shows that partially tourist attractions do not affect visitor satisfaction.

Referring to the differences in results from several previous studies, it can be understood that there is a research gap regarding the variables of destination image and tourist attraction on visitor satisfaction. So through this and supported by previous research, the author wants to understand to what extent the variables of destination image and tourist attraction can influence visitor satisfaction.

The objectives of this research are to: (1) determine the influence of destination image on visitor satisfaction; (2) determine the influence of tourist attractions on visitor satisfaction; and (3) determine the influence of destination image and tourist attractions on visitor satisfaction.

METHODS

This research uses a quantitative type of research. Quantitative research is a type of research that focuses on numerical data to create systematic information (Sinambela, 2020). The research was conducted at the Bogor Botanical Gardens tourist attraction. The

object of this research is to examine the relationship between destination image variables and tourist attractions on visitor satisfaction variables.

The population in this study were visitors to the Bogor Botanical Gardens. The sampling technique used is purposive sampling, which is a technique for taking samples based on certain criteria. These criteria are tourists who have visited the Bogor Botanical Gardens once in the last year.

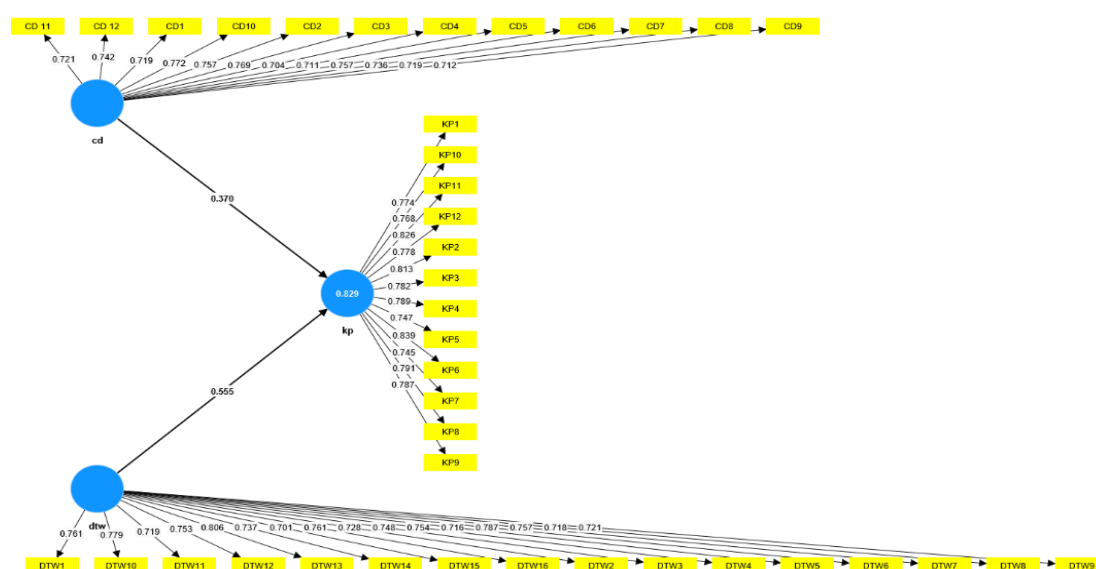
With a sample size of 105 respondents. The data collection method was carried out through a survey using a questionnaire with a scale of 1 to 5, where respondents rated statements from strongly disagree to strongly agree. The results of the questionnaire survey were analyzed using descriptive analysis, SEM PLS analysis, inner model, outer model, partial test and simultaneous test.

RESULTS AND DISCUSSION

Convergent Validity Test

An indicator is considered to meet the requirements for convergent validity if it obtains a loading factor value exceeding 0.7 (Ghozali, 2021). The following results of this test can be displayed as:

Figure 1. Loading Factor



Source: SmartPLS Data 4, 2024

Referring to this data, it can be observed that the results of all the variable indicators above have loading factor values that exceed 0.70. Thus, the indicator meets the requirements for convergent validity and is said to be valid according to the practical rules used.

Next, to evaluate convergent validity, it can be determined based on the Average Variance Extracted value. If the value exceeds 0.50 (Ghozali, 2021), then it is called valid Average Variance Extracted. As for the Average Variance Extracted value of this research, it is:

Table 1. Results of Average Variance Extracted

Variable	AVE	Aturan Praktis	Information
Image of Destination	0.541	> 0.50	Valid
Tourist attraction	0.558	> 0.50	Valid
Visitor Satisfaction	0.620	> 0.50	Valid

source: SmartPLS 4 data, 2024

Table 1 shows the results of the AVE values for the three research variables. Each variable in this study has a value that exceeds 0.50 so that it is declared valid and has good convergent validity.

Discriminant Validity Test

The basis for concluding the results of this test is that if the cross loading value exceeds 0.70 (Ghozali, 2021), then it is declared valid.

Table 2. Results of Cross Loading

Items	Image of Destination	Tourist Attraction	Visitor Satisfaction
CD.1	0.719	0.637	0.589
CD.2	0.757	0.674	0.645
CD.3	0.769	0.690	0.688
CD.4	0.704	0.671	0.640
CD.5	0.711	0.648	0.679
CD.6	0.757	0.711	0.653
CD.7	0.736	0.716	0.654
CD.8	0.719	0.717	0.698
CD.9	0.712	0.652	0.604
CD.10	0.772	0.725	0.704
CD.11	0.721	0.704	0.634
CD.12	0.742	0.685	0.636
DTW.1	0.756	0.761	0.722
DTW.2	0.712	0.728	0.654
DTW.3	0.697	0.748	0.645
DTW.4	0.723	0.754	0.658
DTW.5	0.671	0.716	0.639
DTW.6	0.744	0.787	0.749
DTW.7	0.734	0.757	0.755
DTW.8	0.655	0.718	0.617
DTW.9	0.638	0.721	0.604
DTW.10	0.669	0.779	0.663
DTW.11	0.643	0.719	0.629
DTW.12	0.677	0.753	0.687
DTW.13	0.751	0.806	0.696
DTW.14	0.702	0.737	0.647
DTW.15	0.653	0.701	0.628
DTW.16	0.722	0.761	0.739
KP.1	0.680	0.741	0.774
KP.2	0.702	0.739	0.813
KP.3	0.733	0.735	0.782
KP.4	0.738	0.731	0.789
KP.5	0.710	0.690	0.747
KP.6	0.751	0.765	0.839
KP.7	0.712	0.698	0.745
KP.8	0.657	0.624	0.791
KP.9	0.685	0.695	0.787
KP.10	0.663	0.646	0.768
KP.11	0.699	0.747	0.826
KP.12	0.651	0.678	0.778

Source: SmartPLS 4 Data, 2024

This data shows that all indicators for each variable have Cross Loading discriminant validity results that exceed 0.70. Therefore, all instruments of this research are declared valid.

Reliability Test

This reliability test is carried out using SmartPLS 4 software, which can be carried out using two methods, both Composite Reliability and Cronbach's Alpha. If you get

Composite Reliability or Cronbach's Alpha with a value > 0.70 (Ghozali, 2021) it will explain that the variable is considered reliable.

Table 3. Composite Reliability and Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha	Keterangan
Destination Image	0.923	0.923	Reliabel
Tourist Attraction	0.948	0.947	Reliabel
Visitor Satisfaction	0.945	0.944	Reliabel

Source: SmartPLS Data 4, 2024

Table 3 shows the results of the Composite Reliability and Cronbach's Alpha values for all variables exceeding 0.70, therefore they can be declared reliable or meet the reliability test for all variables.

R Square Test

R Square is to assess how big the exogenous variable (Destination Image and Tourist Attraction) is to the endogenous variable (Visitor Satisfaction).

Table 4. Results of R Square

Variabel	R ²
Visitor Satisfaction	0.829

Source: SmartPLS Data 4, 2024

Table 4 shows the results of the R Square value for the Visitor Satisfaction variable, which is 0.829. This means that the Destination Image and Tourist Attraction variables can explain the Visitor Satisfaction variable with a percentage of 82.9%, while the remaining 17.1% is explained by other variables other than those in this research. So it can be said that the R Square value of 0.829 is a strong model.

Goodness of Fit Test

The Goodness of Fit measurement is aimed at assessing how far the SEM model fits the data. The model feasibility test can be calculated using the method below:

$$GoF = \sqrt{0.573 \times 0.829}$$

$$GoF = \sqrt{0.475}$$

$$GoF = 0.689$$

Based on the calculation results, it can be seen that the Goodness of Fit is 0.689. Based on the weakness and strength of the measurement model through Goodness of Fit, this model is included in the strong category. This means that the research model built has a strong suitability. Next, to measure the suitability of the model, you can see the results of the NFI and SRMR calculations (Ghozali, 2021) below:

Table 5. Results of NFI and SRMR Values

	Saturated Model	Estimated Model
NFI	0.682	0.682
SRMR	0.063	0.063

Source: SmartPLS 4 Data, 2024

Table 5 shows the results of NFI and SRMR calculations. It can be seen that the NFI value is between 0 and 1, namely 0.682, so the value is close to 1, which means the model is suitable. And it can be seen that the SRMR value is less than 0.08, namely 0.063, so it is stated that the model in this study is suitable or good. Thus, the GOF test in this research model is declared appropriate and good.

Hipotesis Test (Partial Test)

Testing the hypothesis in this research uses the SmartPLS 4 application. The following are the results of PLS analysis using the bootstrapping technique, in this case it can be used to test the research hypothesis. The rule of thumb used is that the t-count of the bootstrapping test results must exceed 1.65 (one tail t-table) for a standard error of 5% or have a p-value < 0.05.

From table 6, it can be seen that the original sample value in the first hypothesis is 0.370, indicating a positive direction of influence. Furthermore, the results of the t-statistics value are 3,506 > 1.65 and p-value 0.000 < 0.05. So, the conclusion is that there

is a significant and positive influence between the Destination Image variable on Visitor Satisfaction.

Then, the tourist attraction variable can be seen as the original sample value in the second hypothesis, namely 0.555, indicating a positive direction of influence. Furthermore, the results of the t-statistics value, namely 5,619 > 1.65 and p-value 0.000 < 0.05, indicate that the relationship has a significant influence. Thus, it can be concluded that there is a significant and positive influence between the Tourist Attraction variable on Visitor Satisfaction.

Table 6. Results of Bootstrapping

Hypothesis	Original Sampel	T statistics	P value	Keterangan
Destination Image -> Visitor Satisfaction	0.370	3.506	0.000	Signifikan
Tourist Attraction -> Visitor Satisfaction	0.555	5.619	0.000	Signifikan

Source: SmartPLS 4 Data, 2024

F Test (Simultaneous Test)

The simultaneous influence of destination image variables and tourist attractions on visitor satisfaction can be tested through the statistical F test by calculating the R Square value which was obtained at 0.829 (82.9%). There are 2 independent variables (k) and the research sample (n) is 105 with the significance used as a reference being 0.05, so the calculated F value and F table can be obtained as below:

$$F_{hitung} = \frac{0,829(105 - 2 - 1)}{2(1 - 0,829)}$$

$$F_{hitung} = \frac{84.558}{0.342}$$

$$F_{hitung} = 247.25$$

The F-table value of this research is 3.09 which is obtained from the formula $df1 = k$ ($df1 = 2$); $df2 = n - k - 1$ ($df2 = 105 - 2 - 1 = 102$) and has a probability of 0.05. So, from the results of the calculations above, it is obtained that F count is $247.25 > F$ table 3.09, which means that simultaneously the Destination Image and Tourist Attraction variables influence and contribute to Visitor Satisfaction of 82.9% (R Square).

DISCUSSION

The Influence of Destination Image on Visitor Satisfaction at the Bogor Botanical Gardens

The partial test results of this research showed that the destination image had a t-statistic value of 3,506 > 1.65 with a p-value of 0.000 < 0.05 and the original sample was 0.370. Therefore, it can be concluded that there is a significant and positive influence between destination image and visitor satisfaction. Establishing a positive reputation for a tourist destination can influence the level of visitor satisfaction. This means that the better the destination image of the Bogor Botanical Gardens tourist attraction, the higher the level of satisfaction of visitors to the Bogor Botanical Gardens. This research is in line with the study carried out by Septiandari et al. (2021) and Anugrah et al. (2022).

The Influence of Tourist Attractions on Visitor Satisfaction at the Bogor Botanical Gardens Based on the partial test that has been carried out, tourist attraction has a t-statistic value of 5,619 > 1.65 with a p-value of 0.000 < 0.05 and the original sample is 0.555. Therefore, the conclusion is that there is a significant and positive influence between tourist attractions on visitor satisfaction. Packaging tourist attractions well can provide good satisfaction too. This means that the more attractive the tourist attraction of the Bogor Botanical Gardens, the more it will influence the satisfaction of visitors to the Bogor Botanical Gardens. This research is in line with research carried out by Handayani, et al (2019) and Siagian & Mita (2022).

The Influence of Destination Image and Tourist Attraction on Visitor Satisfaction at the Bogor Botanical Gardens

Referring to the simultaneous tests that have been carried out, the destination image and tourist attractions have an F-count value of $247.25 > F\text{-table } 3.09$. Therefore, it can be concluded that there is a simultaneous influence between destination image variables and tourist attractions on visitor satisfaction. The better and more attractive the destination image and tourist attractions of the Bogor Botanical Gardens, the higher the satisfaction of visitors to the Bogor Botanical Gardens. This research is in line with research conducted by Apriliyanti et al. (2020) and Sulistyani (2021).

The variable that most influences the satisfaction of visitors to the Bogor Botanical Gardens

Tourist attraction has an original sample value of 0.555, this value is greater than the destination image variable. Therefore, it can be concluded that the tourist attraction variable plays the most important role in influencing the level of satisfaction of visitors to the Bogor Botanical Gardens. This is reinforced by the many interesting attractions available at the Bogor Botanical Gardens tourist attraction, such as garden tours, educational classes, picnics, and so on. The Bogor Botanical Gardens are also equipped with adequate accessibility for tourists to facilitate their journey to the destination, which includes easy access to roads, adequate road conditions, and the availability of public transportation such as public transportation, buses, and even online motorbike taxis..

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of the partial research analysis, it was concluded that destination image and tourist attractions each had a positive and significant influence on visitor satisfaction at the Bogor Botanical Gardens, and simultaneous test results showed that destination image and tourist attractions had a positive and significant influence. significant impact on visitor satisfaction to the Bogor Botanical Gardens. The variable that has the most influence on visitor satisfaction is tourist attraction.

Suggestions

First, it is recommended that the management of the Bogor Botanical Gardens improve security factors to prevent the practice of illegal fees by irresponsible parties. This is expected to create a positive impression and maintain visitor comfort and satisfaction.

Second, it is recommended that the management of the Bogor Botanical Gardens always carry out routine controls and increase the number of adequate toilets for visitors. It is hoped that the toilets will always be clean and increase the comfort of visitors.

Third, it is recommended that the management of the Bogor Botanical Gardens evaluate the quality of service and always remind all employees to implement the 5S culture (Smile, Greet, Greet, Polite and Polite). This is expected to increase visitor satisfaction.

Finally, it is recommended that further research add, develop, or replace variables outside this research and increase the number of samples in order to expand the scope of the research and obtain more comprehensive information.

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