

# MODEL OF TOURISM DEVELOPMENT BASED HALAL IN LAKE TOBA NORTH SUMATERA TOURISM AREA

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**Abstract:** The purpose of this research is to obtain the right model in the development of halal-based tourism in the tourist area of Lake Toba, which is predominantly non-Muslim in order to achieve the satisfaction and loyalty of tourists. Data collection techniques are conducted by providing questionnaires directly to the 170 respondents who are Muslim tourists visiting the tourist area of Lake Toba, using a scale of 1-5 (Likert). The analysis tool used is SEM with the help of Amos 20.0. The results showed that halal culinary, halal accommodation, accessibility, written promotion and marketing have not significant effect to the tourists satisfaction. While the role of local governments and education to the public has significant influence on the tourists satisfaction. The role of local governments and satisfaction has significant effect on tourist loyalty. While halal culinary has no significant effect on the tourists loyalty. Satisfaction does not mediate the effect of halal culinary, halal accommodation, accessibility, written promotion and marketing on the tourist loyalty to the Lake Toba tourist area. Satisfaction mediate with partial mediation the effect of community education and the role of local governments on the tourist loyalty to the Lake Toba tourist area.

**Key Words:** Development Model, Halal-Based Tourism, Satisfaction, Tourists Loyalty.

## 1. INTRODUCTION:

The seriousness of the current government in developing tourism in Indonesia is getting real, visible from the competitiveness of Indonesian tourism is currently increasing from the rank of 70 to be ranked at 50 in the year 2013. But compared with Malaysia which was ranked 25th and Singapore ranked 11th, Indonesia still lagged far (World Economic Forum, 2015). In the leadership era of President Joko Widodo has established 10 areas that will be developed in the field of tourism one of the Lake Toba area.

A very contradicting condition, North Sumatera has extraordinary tourism potential but the sector is still not able to boost the economic growth of local people. The conditions of tourism in North Sumatera is no better than other provinces in Indonesia as seen in table 1 The Number of tourists who visited North Sumatra in the year 2017.

**Table 1. Number of Indonesian tourists visiting in year 2017**

No	Province	Number of Indonesian tourists
1	North Sumatera	2.700.000
2	DKI Jakarta	3.320.000
3	West Java	8.040.000
4	Central Java	7.550.000
5	East Java	10.520.000

Source: Kementerian Pariwisata dan Ekonomi Kreatif, 2017

From table 1 It is seen that the number of tourists visiting the province of North Sumatera is only 2.7 million far smaller than other provinces in Indonesia. In fact, North Sumatera has many interesting tourist objects and potential to be marketed one of them is Lake Toba. Unfortunately, tourist objects in North Sumatera province including Lake Toba which has been proclaimed as a UNESCO Geopark has not been organized and developed well and has not fulfilled the curiosity of tourists including the wishes of Muslim tourists .

While if we can look at other countries that majority of non-Muslim residents such as Japan, Thailand, China, Singapore is already thinking towards tourism based halal both in terms of tourist products, amenities, accessibility, and facilities Other additions already refer to the halal standard, so when tourists visit even the non-Muslim countries but able to provide satisfaction and comfort for Muslim tourists.

Based on the above phenomenon, authors are interested to conduct research on "Model of Tourism Development Based Halal in North Sumatera Tourism Area".

## 2. THEORETICAL BASIS:

### 2.1. Halal-Based Tourism

Tourism Halal or halal tourism is one of the tourism system in the provision for Muslim tourists whose implementation is complying with Islamic rules. In this case the halal-based tourism should provide culinary that is labeled from the Indonesian Ulema Council (MUI). Beside that, facilities in tourist attraction like prayer place. Halal tourism put forward halal products and safe consumed Muslim tourists. However, because of these non-Muslim tourists can enjoy halal tourism also (Ministry of Tourism and Creative economy, 2016).

For the majority of Muslim tourists, halal tourism is part of the syiar of religion. For non-Muslims, halal products are a healthy guarantee. Because in principle the external rule of halal is to get rid of the things that harm to humanity and its environment in the products and services provided (AlZaztrow, 2013).

### 2.2. Halal-Based Tourism Development Model

Halal tourism at this time is an alternative for the tourism industry in Indonesia in line with the trend of halal tourism in the global economic industry of Islam (Samori, Salleh, & Khalid, 2016). When compared with ASEAN countries, namely: Thailand, Malaysia, Singapore, Indonesia is still ranked fourth. While based on nationality, 3 (three) major foreign tourists contributors are China, Malaysia and Singapore. From outside Asia: The United States, Australia, and the United Kingdom (Bappenas, 2016). In addition to pilgrimage and religious tourism, halal tourism also includes the availability of supporting facilities, such as hotels and restaurants that provide places of prayer and halal food, as well as other Islamic sharia requirements. What is interesting here is the study on halal tourism academically in the latest study that focuses on researchers and tourist business practitioners in Indonesia, although the practice has lasted long, but the fact that the phenomenon Halal tourism in several tourist destinations in Indonesia is very calculated that enables Indonesia to become the qibla of the world Halal tourism. For more clarity, such as detailed Hamzah and Yudiana (2015) in Dini Andriani et al. (2015).

To realize the development of halal tourism in the national tourism industry, Director general of Tourism Marketing Kemenparekraf will conduct HR training, capacity building, and also socialization. Kemenparekraf will also learn from other countries that have implemented Sharia tourism concept, such as Malaysia which has been known as a tourist destination Syariah. In halal tourism, the destination is obliged to provide halal food, provide easy access to places of worship, as well as accommodation, as well as services that comply with Sharia standards.

### 2.3 Satisfaction

Satisfaction is a reaction of an emotional person to a thing that is being faced, that is, related to the feeling of likes or dislikes of something. Satisfaction is a basic necessity that can be described as a pleasant thing (Lefrancois in Sugiarto, 2002).

Furthermore, Bitner (2010) indicates that retention and loyalty can be influenced by consumer satisfaction. These findings were later strengthened by other researchers who revealed the influence of consumer satisfaction on loyalty positively and significantly.

### 2.4. Tourist Loyalty

Customer loyalty is a commitment to repurchase goods or services consistently in the future. Oliver (1999) states that loyalty is a willingness of consumers to continue the purchase of a company for a long period of time and to use repeated products or services, and to recommend it to Friends and other companies voluntarily.

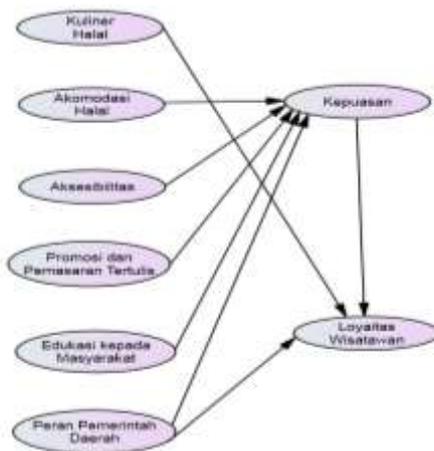
Egan (2010) That loyalty is a value gained from long-term relationships because one feels a lot of benefits from the relationship. Loyal customers, of course, are satisfied consumers. This is what encourages the company to develop techniques to increase customer satisfaction in order to achieve loyal customers.

Loyal customers are the ones who:

- 1) Make recurring purchases regularly
- 2) Purchase between line of products and services
- 3) referring to others
- 4) Demonstrate immunity to the pull of competitors

Loyalty is an important concept in marketing because loyalty is one of the factors to be able to determine the market share of a company. Market share itself is an asset of a company, since the company entered in a market, the company will face an obstacle or entry barrier, because the company does not have a market share (Faria, 2003) .

## 2.5 Conceptual Framework



Gambar 2 Conceptual Framework

## 2.6 Research hypothesis

Based on the conceptual framework description, the research hypothesis can be submitted as follows:

- The availability of halal-based culinary area has a positive and significant effect on the satisfaction of tourists to the tourist area of Lake Toba.
- Availability of halal-based accommodation positively and significantly influence the satisfaction of tourists to the tourist area of North Sumatera.
- accessibility to the attraction of positive and significant influence on the satisfaction of tourists to the tourist area of Lake Toba.
- promotion and written marketing of halal-based tourism influence positive and significant to the satisfaction of tourists to the tourist area of Lake Toba.
- Education to the public about halal-based tourism positively and significantly affect the satisfaction of tourists to the tourist area of Lake Toba.
- Local government support about the halal-based tourism positively and significantly affect the satisfaction of tourists to the tourist area of Lake Toba.
- The availability of halal-based culinary area has a positive and significant effect on tourist loyalty to the tourist area of Lake Toba.
- Government support about the halal-based tourism positively and significantly affect the loyalty of tourists to the tourist area of Lake Toba.
- Tourist satisfaction positively and significantly affect the tourist loyalty to the tourist area of Lake Toba.
- The availability of halal-based culinary area has a positive and significant effect on tourist loyalty through satisfaction to the tourist area of Lake Toba
- Availability of halal-based accommodation positively and significantly influence the loyalty of tourists through satisfaction to the tourist area of Lake Toba.
- accessibility of positive and significant effect on the loyalty of tourists through satisfaction to the tourist area of Lake Toba.
- promotion and written marketing of halal-based tourism influential positive and significant towards loyalty through the satisfaction of tourists to the tourist area of Lake Toba.
- The education to the public about halal-based tourism has positive and significant impact on tourist loyalty through satisfaction to the tourist area of Lake Toba.
- The Government's role in the halal-based tourism has positive and significant impact on tourist loyalty through satisfaction to the tourist area of Lake Toba.

## 3. RESEARCH METHODOLOGY:

The research site is conducted in the tourism area of Lake Toba (Samosir Regency), North Sumatera Province. The population of this research is Muslim tourists visiting the area of Lake Toba. This population is chosen, because theoretically and empirically have various characteristics that correspond to the topic and purpose. Sampling techniques are performed using probability sampling techniques with a accidental sampling approach. Data collection techniques are done by providing a list of questions or questionnaires directly to the 170 respondents who are Muslim tourists visiting the region of Lake Toba, made using a scale of 1-5 (Likert).

Subsequent full models in this study can be described as follows:

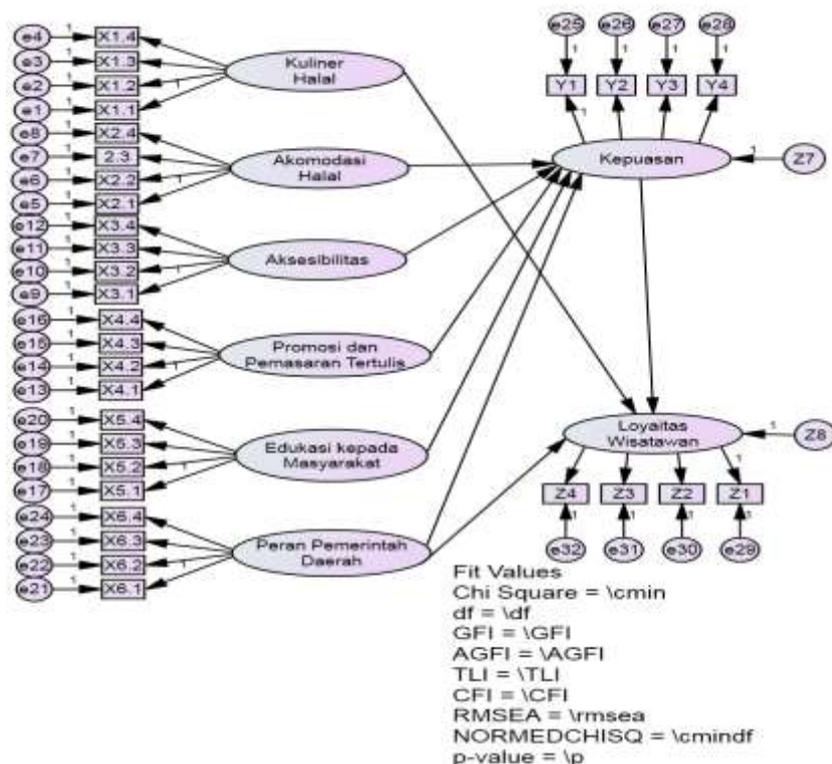


Figure 1. Research Full Model

The equation in this study can be formulated as follows:

$$Y = b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + Z_7 \dots\dots\dots (1)$$

$$Z = b_1X_1 + b_6X_6 + b_7Y + Z_8 \dots\dots\dots (2)$$

Dimana:

- Z = Tourist Loyalty
- Y = Satisfaction
- X<sub>1</sub> = Halal Cullinary
- X<sub>2</sub> = Halal Accomodation
- X<sub>3</sub> = Accesibility
- X<sub>4</sub> = Promotion And Written Marketing
- X<sub>5</sub> = community education
- X<sub>6</sub> = The role of local governments
- α = Konstanta
- β = Estimated coefficients
- Z<sub>7</sub>Z<sub>8</sub> = Error term (residual)

Statistical tests were conducted by observing the significance level of inter-variable relationships indicated by the C. R (Critical Ratio) value identical to the-t test in regression and the probability (P) value. Significant relationships are marked with a C. R value greater than 2.58 and a value of P is smaller than 0.05 (Ferdinand, 2014). Next to see the influence of moderation variables using the theory of Sobel Test from Baron and Kenny (1986).

## 5. RESEARCH RESULTS AND DISCUSSION:

### Research Result

The model conformance test is done through a flowchart in the full model equation, which is the test conducted against the overall variables of either exogenous or endogenous that have been combined into a single diagram (path) intact through variant matrix or covariant And the full model was referred to as the research model. Full model test is done in two stages, full model SEM before modification and full model SEM after modification.

The full model before modified test is presented to see how far the initial model was formed in fulfilling the Goodness Of Fit (GOF) criteria before the model was modified. The following will be presented full model images before modified:

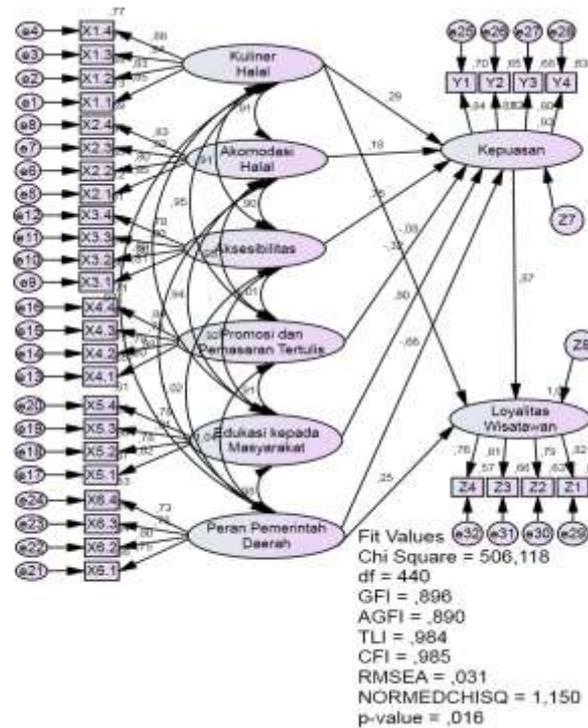


Figure 2. Full Model Research Before Modified

Based on Figure 2 it is clear that not the entire value of the Goodness of Fit (GOF) meets the required criteria, as the GFI value is still marginal ( $0.896 \leq 0.90$ ) and the AGFI value is still marginal ( $0.890 \leq 0.90$ ). Thus the research model is not appropriate and has not been able to explain the research model properly and well, so that thus the model needs to be done modifications. The following will be presented full model image after modified:

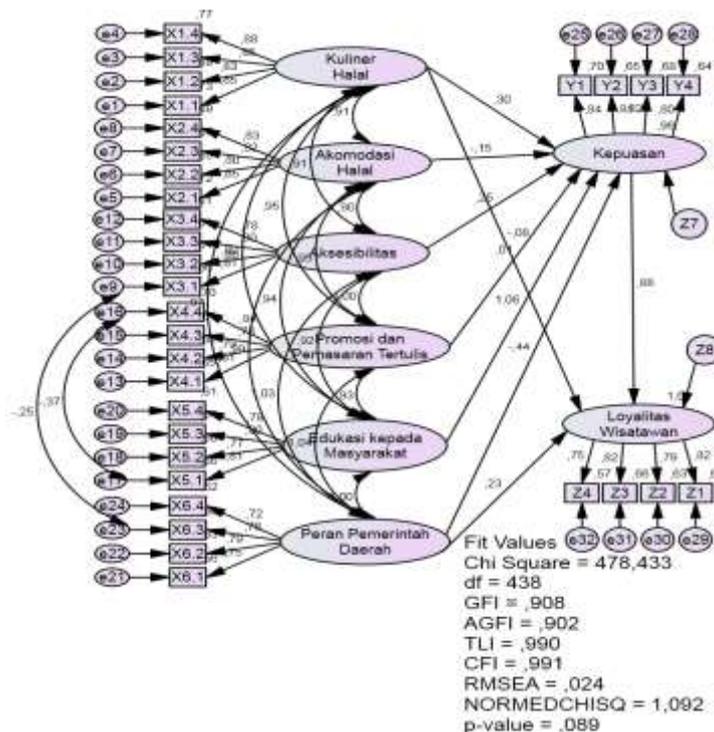


Figure 3. Full Model Research After Modified

Based on Figure 3 it is clear that the entire construction used to form the research model has fulfilled the criteria of GOF. Such as Chi-Square, GFI, AGFI, TLI, CFI, RMSEA, CMIN/DF, p-values that meet the required criteria. For more clarity regarding the value of Goodness of Fit can be seen in the following table 2:

**Table 2. Criteria Goodness of Fit Full Model after modification**

Goodness Of Fit Index	Expected value	Result value	Conclusion
$\chi^2$ C-square Statistics	Expected small	478,433	Good
GFI	$\geq 0,90$	0,908	Good
AGFI	$\geq 0,90$	0,902	Good
TLI	$\geq 0,95$	0,990	Good
CFI	$\geq 0,95$	0,991	Good
RMSEA	$\leq 0,08$	0,024	Good
CMIN/DF	$\leq 2,00$	1,092	Good
P-Value	$\geq 0,05$	0,089	Good

**Discussion**

To see how large the effect of dependent variable on independent variables is shown in the following Table 3:

**Table 3. The Effect of Dependent Variable on Independent Variables**

Latent Variable			Estimate	S.E.	C.R.	P
Satisfaction	<---	HalalAccomodation	,159	,528	,302	,763
Satisfaction	<---	HalalCulinary	,320	,267	1,198	,231
Satisfaction	<---	TheRoleofLocalGovernment	,441	,132	3,341	,028
Satisfaction	<---	CommunityEducation	,973	,356	2,727	,006
Satisfaction	<---	WrittenPromotionandMarketing	,007	1,352	,005	,996
Satisfaction	<---	Accessibility	,277	,974	,285	,776
TouristLoyalty	<---	TheRoleofLocalGovernment	,283	,104	2,721	,032
TouristLoyalty	<---	Satisfaction	,862	,118	7,320	***
TouristLoyalty	<---	HalalCulinary	,081	,107	,752	,452

Based on Table 1 will be described in detail to be able to more clearly answer the research hypothesis as follows:

**Effect of Halal Culinary on Satisfaction**

Halal Culinary has no significant effect on the satisfaction rating with the standardized regression weight estimate a value of 0,320 (32 %), the value of the critical ratio of 1,198 and a probability value of 0,231. This proves that Halal Culinary has no significant effect on the tourist satisfaction to the Lake Toba tourist area.

**Effect of Halal Accomodation on Satisfaction**

Halal accomodation has no significant effect on the satisfaction rating with the standardized regression weight estimate a value of 0,159 (15,9 %), the value of the critical ratio of 0,302 and a probability value of 0,763. This proves that halal accomodation has no significant effect on the tourist satisfaction to the Lake Toba tourist area.

**Effect of Accessibility on Satisfaction**

Accessibility has no significant effect on the satisfaction rating with the standardized regression weight estimate a value of 0,277 (27,7 %), the value of the critical ratio of 0,285 and a probability value of 0,776. This proves that accessibility has no significant effect on the tourist satisfaction to the Lake Toba tourist area.

**Effect of Promotion and written marketing on Satisfaction**

Promotion and written marketing has no significant effect on the satisfaction rating with the standardized regression weight estimate a value of 0,007 (0,7 %), the value of the critical ratio of 0,005 and a probability value of 0,996. This proves that promotion and written marketing has no significant effect on the tourist satisfaction to the Lake Toba tourist area.

**Effect of Community Education on Satisfaction**

Community education significant effect on the satisfaction rating with the standardized regression weight estimate a value of 0,973 (97,3 %), the value of the critical ratio of 2,727 and a probability value of 0,006. This proves that community education significant effect on the tourist satisfaction to the Lake Toba tourist area.

**Effect of The Role of Local Government on Satisfaction**

The role of local government significant effect on the satisfaction rating with the standardized regression weight estimate a value of 0,441 (44,1 %), the value of the critical ratio of 3,341 and a probability value of 0,028. This proves that The role of local government significant effect on the tourist satisfaction to the Lake Toba tourist area.

**Effect of Halal Culinary on Tourist Loyalty**

Halal culinary has no significant effect on the tourist loyalty rating with the standardized regression weight estimate a value of 0,081 (8,1 %), the value of the critical ratio of 0,752 and a probability value of 0,452. This proves that Halal culinary has no significant effect on the tourist loyalty to the Lake Toba tourist area.

**Effect of The Role of Local Government on Loyalty**

The role of local government significant effect on the tourist loyalty rating with the standardized regression weight estimate a value of 0,283 (28,3%), the value of the critical ratio of 2,721 and a probability value of 0,032. This proves that The role of local government significant effect on the tourist loyalty to the Lake Toba tourist area.

**Effect of Satisfaction on Loyalty**

Satisfaction significant effect on the tourist loyalty rating with the standardized regression weight estimate a value of 0,862 (86,2 %), the value of the critical ratio of 7,320 and a probability value of 0,0001. This proves that Satisfaction significant effect on the tourist loyalty to the Lake Toba tourist area.

**Satisfaction Mediates the Effect of Halal Culinary on Tourist Loyalty**

To find out whether or not mediating satisfaction with the influence of the halal culinary on the tourist loyalty, can be seen in the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.320	Sobel test: 1.18269032	0.23323096	0.2369319
b	0.862	Aroian test: 1.17204495	0.23534933	0.24117901
s <sub>a</sub>	0.267	Goodman test: 1.19363112	0.23109317	0.2326223
s <sub>b</sub>	0.118	Reset all	Calculate	

Figure 4 . Sobel Test Results

Based on the calculation of significance was found -a path (0,231), -b path (0,0001), -c path (0,452), and the line c' (0,237). Then it can be concluded that satisfaction does not mediate the effect of halal culinary on the tourist loyalty to the Lake Toba tourist area.

**Satisfaction Mediates the Effect of Halal Accomodation on Tourist Loyalty**

To find out whether or not mediating satisfaction with the influence of the halal accomodation on the tourist loyalty, can be seen in the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.159	Sobel test: 0.30088083	0.45552255	0.76350537
b	0.862	Aroian test: 0.29810537	0.45976361	0.76662274
s <sub>a</sub>	0.528	Goodman test: 0.30373528	0.45124162	0.76132958
s <sub>b</sub>	0.118	Reset all	Calculate	

Figure 5 . Sobel Test Results

Based on the calculation of significance was found -a path (0,763), -b path (0,0001), and the line c' (0,764). Then it can be concluded that satisfaction does not mediate the effect of halal accomodation on the tourist loyalty to the Lake Toba tourist area.

**Satisfaction Mediates the Effect of Accesibility on Tourist Loyalty**

To find out whether or not mediating satisfaction with the influence of the accesibility on the tourist loyalty, can be seen in the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.277	Sobel test: 0.28417898	0.84022401	0.77627322
b	0.862	Aroian test: 0.28155711	0.8480482	0.77828313
s <sub>a</sub>	0.974	Goodman test: 0.28687548	0.83232627	0.77420767
s <sub>b</sub>	0.118	Reset all	Calculate	

Figure 6 . Sobel Test Results

Based on the calculation of significance was found -a path (0,776), -b path (0,0001), and the line c' (0,776). Then it can be concluded that satisfaction does not mediate the effect of accesibility on the tourist loyalty to the Lake Toba tourist area.

**Satisfaction Mediates the Effect of Promotion and written marketing on Tourist Loyalty**

To find out whether or not mediating satisfaction with the influence of the promotion and written marketing on the tourist loyalty, can be seen in the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.007	Sobel test: 0.00517751	1.16542429	0.99586896
b	0.862	Aroian test: 0.00512967	1.17629313	0.99590713
s <sub>a</sub>	1.352	Goodman test: 0.00522672	1.15445314	0.9958297
s <sub>b</sub>	0.118	Reset all	Calculate	

Figure 7 . Sobel Test Results

Based on the calculation of significance was found -a path (0,996), -b path (0,0001), and the line c' (0,996). Then it can be concluded that satisfaction does not mediate the effect of promotion and written marketing on the tourist loyalty to the Lake Toba tourist area.

**Satisfaction Mediates the Effect of Community Education on Tourist Loyalty**

To find out whether or not mediating satisfaction with the influence of the community education on the tourist loyalty, can be seen in the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.973	Sobel test: 2.55984496	0.32764719	0.01047189
b	0.862	Aroian test: 2.53906137	0.33032916	0.01111503
s <sub>a</sub>	0.356	Goodman test: 2.58114742	0.32494308	0.00984725
s <sub>b</sub>	0.118	Reset all	Calculate	

Figure 8 . Sobel Test Results

Based on the calculation of significance was found -a path (0,006), -b path (0,0001), and the line c' (0,0104). Then it can be concluded that satisfaction mediate with partial mediation the effect of community education on the tourist loyalty to the Lake Toba tourist area.

**Satisfaction Mediates the Effect of The Role of Local Government on Tourist Loyalty**

To find out whether or not mediating satisfaction with the influence of the role of local government on the tourist loyalty, can be seen in the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a	0.283	Sobel test: 2.54998437	0.09566568	0.01077277
b	0.862	Aroian test: 2.52925883	0.0964496	0.01143037
s <sub>a</sub>	0.104	Goodman test: 2.57122791	0.09487529	0.01013386
s <sub>b</sub>	0.118	Reset all	Calculate	

Figure 9 . Sobel Test Results

Based on the calculation of significance was found -a path (0,028), -b path (0,0001), and the line c' (0,0108). Then it can be concluded that satisfaction mediate with partial mediation the effect of the role of local government on the tourist loyalty to the Lake Toba tourist area.

**6. CONCLUSION:**

The conclusions obtained from the results of the study : 1) Halal Culinary has no significant effect on the tourist satisfaction to the Lake Toba tourist area. 2) Halal accommodation has no significant effect on the tourist satisfaction to the Lake Toba tourist area. 3) Accessibility has no significant effect on the tourist satisfaction to the Lake Toba tourist area. 4) Promotion and written marketing has no significant effect on the tourist satisfaction to the Lake Toba tourist area. 5) Community education significant effect on the tourist satisfaction to the Lake Toba tourist area. 6) The role of local government significant effect on the tourist satisfaction to the Lake Toba tourist area. 7) Halal culinary has no significant effect on the tourist loyalty to the Lake Toba tourist area. 8) The role of local government significant effect on the tourist loyalty to the Lake Toba tourist area. 9) Satisfaction significant effect on the tourist loyalty to the Lake Toba tourist area. 10) Satisfaction does not mediate the effect of halal culinary on the tourist loyalty to the Lake Toba tourist area. 11) Satisfaction does not mediate the effect of halal accommodation on the tourist loyalty to the Lake Toba tourist area. 12) Satisfaction does not mediate the effect of accessibility on the tourist loyalty to the Lake Toba tourist area. 13) Satisfaction does not mediate the effect of promotion and written marketing on the tourist loyalty to the Lake Toba tourist area. 14) Satisfaction mediate with partial mediation the effect of community education on the tourist

loyalty to the Lake Toba tourist area. 15) Satisfaction mediate with partial mediation the effect of the role of local government on the tourist loyalty to the Lake Toba tourist area.

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