THE INFLUENCE OF SITE ATTRACTION, PRICE, ACCESSIBILITY, AND FACILITIES ON SATISFACTION: A CASE STUDY IN GROJOGAN SEWU TAWANGMANGU NATURE PARK

Rahmat Slamet Suyoto [*,a,1], Budiono Sulistyadi [b,2]
[a] Politeknik API Yogyakarta, Indonesia
[b] Universitas Teknologi Yogyakarta, Indonesia
[1] rahmatslamets@gmail.com*, [2] budionosulistyadi@gmail.com

Abstract

This research was conducted at Grojogan Sewu Tawangmangu Nature Park, to know the influence of site attraction, price, accessibility, and facilities on satisfaction. Data collection is done by distributing questionnaires and the sampling technique is using purposive sampling, which is based on certain considerations. The sample criteria used in this study were 97 respondents of visitors to Grojogan Sewu tourist destination. The analytical tool used to determine the magnitude of the influence of the independent variable on the dependent variable in this study is using multiple linear regression. The results found that the facilities variable has no influence on satisfaction, meanwhile, site attraction, price, and accessibility variable partially has a significant influence on satisfaction.

Keywords: Site Attraction, Price, Accessibility, Facilities, Satisfaction, Grojogan Sewu.

I. INTRODUCTION

The development of international tourism in the last decade looks very impressive, besides being shown by the increasing number of international tourists, it is also starting to feel the benefits received by a country in the form of foreign exchange earnings, job opportunities, and business opportunities (especially small-medium scale enterprises). In the 90s tourism was able to develop rapidly and grow dynamically. Tourism growth in 2012-2015 ranged from an average of 3-3.5% and is estimated to reach 4-5% in 2016-2020 [1]. International tourism trips are aimed at various developed countries that already have a good tourism industry. But currently, it is estimated that there has been a shift in interest in travel to more distant and exotic destinations, namely travel to developing countries [2].

Indonesia as a developing country can show quite good tourism growth. Indonesia is one of the countries that have very interesting tourist objects and consists of thousands of islands. Various natural beauties inhabited by hundreds of ethnic groups with diverse cultures have enormous potential to be developed, especially in the tourism sector. This is indicated by the declaration of this sector as a major foreign exchange earner in 2018 with the program "Visit Indonesia 2018". The determination of 2018 as the year of tourist visits requires this sector to improve itself because this sector is very reliable to be able to contribute foreign exchange which is very meaningful for the country which is experiencing this economic downturn. The development of the world of tourism is expected to have an impact on increasing the number of tourist visits. Meanwhile, domestic tourism growth between 2013-2018 is 21% [3]. It needs to be supported by the availability of public facilities supporting the tourism industry, in addition to continuously improving the outlook of the site attractions offered. Thus, it is hoped that Indonesian tourism can make a major contribution to the country, both from foreign tourists and domestic tourists.

According to the declaration of special autonomy by the central government, the Province of Central Java is increasingly preparing itself with the construction of facilities and infrastructure related to tourism, which are expected to become the leading sector of the tourism industry to expand the income of Central Java Province. Karanganyar Regency is included in Central Java Province, this area is a mountainous area that has natural potential in the form of beautiful mountains. Karanganyar Regency has good potential in the tourism sector. Karanganyar Regency is located on the slopes of Mount Lawu and is a route that connects Magetan Regency (East Java) and Surakarta Regency (Central Java), where the route has now become a tourist destination, especially Tawangmangu Nature Park. As a tourist flow route, geographically, Tawangmangu Nature Park is located in a strategic position with a panoramic view of the beauty of Mount Lawu.

Tawangmangu Nature Park has a variety of very interesting tourist objects, one of which is the Grojogan Sewu. The most interesting thing about the Grojogan Sewu is the waterfall which is 81 meters high the stem of the waterfall is so high that when viewed from the foot of the water, you can see a very beautiful cascade of water that creates a sense of awe. Near the foot of the waterfall, water vapor is created that floats in the air. When the sun shines brightly at certain hours, the water vapor grains refract the colorful light to form a rainbow. From the top of the hill which is located next to the waterfall, you can enjoy a very beautiful view of the Samin river where

there are waterfalls and cool pine forests. This tourist object has been recognized by tourists, as evidenced by the high level of visits to the object, indicating that tourist interest in this tourism object is still large.

Figure 1. Grojogan Sewu Waterfall
(Source: indonesiatraveler.id/grojogan-sewu-tawangmangu)

Tourism growth in 2016-2020 is estimated to reach 4-5%. However, the number of tourist visits in Grojogan Sewu in 2017 fell by 31.11%, in 2018 it rose by 2.96%, in 2019 it fell by 4.58%, and in 2020 it fell by 55.30% [4,5,6,7,8]. The number of tourists who visited Grojogan Sewu from 2016 – 2020 is depicted in Figure 2.

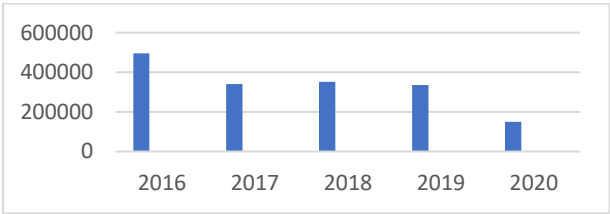

Figure 2. Tourist Visits in Grojogan Sewu
(Source: Badan Pusat Statistik, 2017, 2018, 2019, 2020, 2021)

From Figure 2, in 2016 amount of tourists are 495,636 [4]; in 2017 amount of tourists are 341,450 [5]; in 2018 amount of tourists are 351,554 [6]; in 2019 amount of tourists are 335,443 [7]; in 2020 amount of tourists are 149,945 [8]. Thus, this study aims to provide information for management to increase the number of tourist visits to Grojogan Sewu in Tawangmangu Nature Park. We discuss the impact of site attraction, price, accessibility, and facilities on satisfaction to find out the relationships and the appropriate strategies to increase the number of tourist visits. The primary data is obtained from 100 respondents who are visitors of Grojogan Sewu tourist destination, through research conducted in December 2021. A questionnaire is developed in the form of a checklist using a Likert scale as the research instrument, by investigating How do the site attraction variable, price variable, accessibility variable, and facilities variable influence on satisfaction variable?

This research found the following research gaps in this study; according to Budiono & Wening [9], site attraction does not have a significant influence on satisfaction while according to Taufiq & Fatchur [10] and Dzulkifli & Masjhoer [11], site attraction does not have a significant influence on satisfaction. Then, according to Taufiq & Fatchur [10], accessibility does not have a significant influence on satisfaction while according to Dzulkifli & Masjhoer [11], accessibility does not have a significant influence on satisfaction. And, according to Ananda & Sumitro [12], facilities do not have significant influence on satisfaction while according to Ilyas & Mustofa [13], facilities have a significant influence on satisfaction.

Further analysis is needed to determine the influence of site attraction, price, accessibility, and facilities on satisfaction, as an effort to increase the number of tourist visits in Grojogan Sewu. The analysis used is a quantitative approach using multiple linear regression. The results will be valuable inputs for the management of Grojogan Sewu tourist destinations.

II. LITERATURE REVIEW AND HYPOTHESES

A. Site Attraction

Site attraction is an individual's perception of the characteristics of a destination that can be influenced by promotional information, mass media, and many other factors [14]. Site attraction is an

important factor that influences the demand for increased tourist visits because it greatly determines tourists choosing their destinations. Tourist facilities are supporting facilities that can create a pleasant feeling accompanied by the ease and fulfilment of the needs of tourists in enjoying tourism products offered. Dimensions and indicators include attractions and management of site attractions [15].

According to Budiono & Wening [9] using SmartPLS, the researchers found that site attraction has no significant influence on satisfaction. While, according to Taufiq & Fatchur [10] using SmartPLS and according to Dzulkifli & Masjhoer [11] using Important Performance Analysis, the researcher found that site attraction has a significant influence on satisfaction. The following hypotheses were elaborated:

H1: Site attraction has a significant influence on satisfaction.

B. Price

Kotler & Armstrong [16] defines that price is the amount of money spent on a product or service or the amount of value that is exchanged by consumers to obtain benefits or ownership or use of a product or service. Price is the amount of money billed for a product and service or the amount of value exchanged by consumers to benefit from owning or using a product for services [17]. Price is the only element of the marketing mix that provides income or income for the company and is flexible. Indicators of price are price affordability, price match with product quality, price competitiveness, and price match with benefits [18].

According to Ananda & Sumitro [12] using Correlation Coefficient Analysis and Ilyas & Mustofa [13] using multiple linear regression method, the researcher found that price has a significant influence on satisfaction. The following hypotheses were elaborated:

H2: Price has a significant influence on satisfaction.

C. Accessibility

One important component in tourism activities is the accessibility or smooth running of people or tourists from place to place such a move can be close or long distance. To make the move, of course, it is necessary to transport and means of transportation when traveling. According to Tjiptono [19], accessibility is a location that is traversed or within easy reach of public transportation. Accessibility is a measure of the ease of location to be reached from other locations through the transportation system. Affordability or accessibility measures include ease of time, cost, and effort in moving between places or regions. According to Prajalani & Himawanto [20], accessibility has a definition that is facilitating the convenience that procurement is shown for people with disabilities with optimal application to achieve equal opportunity in accessing various activities. Accessibility is the extent to which customers can easily acquire and use products [21]. Accessibility level can be measured by transportation availability and with a short achievement distance. Indicators of accessibility are distance, access to the location, transportation, and traffic flow [22].

According to Taufiq & Fatchur [10] using SmartPLS, the researcher found that accessibility has no significant influence on satisfaction, meanwhile according to Dzulkifli & Masjhoer [11] using Important Performance Analysis found that accessibility has a significant influence on satisfaction. The following hypotheses were elaborated:

H3: Accessibility has a significant influence on satisfaction.

D. Facilities

Facilities are anything that can facilitate efforts and facilitate work to achieve a goal [23]. Meanwhile, according to [24] facilities are anything that can simplify and facilitate the implementation of a business in the form of objects or money. According to Tjiptono [19] facilities are physical resources that must exist before service is offered to consumers. Facilities are important in a service business, therefore existing facilities, namely the condition of facilities, interior, and exterior design, and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Tourist facilities are divided into two parts, namely primary facilities with functions as the main tourist attraction and supporting facilities [25]. There are six facility indicators, namely consideration, room planning, equipment, lighting and colour, messages conveyed graphically, and supporting elements [19].

According to Ananda & Sumitro [12] using Correlation Coefficient Analysis found that facilities have no significant influence on satisfaction, meanwhile according to Ilyas & Mustofa [13] using the multiple linear regression method found that facilities have a significant influence on satisfaction. The following hypotheses were elaborated:

H4: Facilities have a significant influence on satisfaction.

E. Satisfaction

Satisfaction is the feeling of likes or dislikes of a product after comparing the performance of the product with expectations [26]. Satisfaction is a positive emotional response to the evaluation of experience using a product or service [27]. Satisfaction is an evaluation of product purchases that have the same or more value than expected [28]. Satisfaction means an understanding of the difference between expectations and perceived values. Satisfaction is the main factor that can attract loyalty. Customer satisfaction leads to customer loyalty, recommendation, and repeat purchase [29]. Satisfaction can be seen from the pride of the product, the fulfilment of customer desires, and the pleasure of the product provider. Satisfaction indicators include pleasure, suitability of expectations, satisfaction, experience, and trust [30].

According to the proposed hypotheses, Figure 3 depicts the variable relationship which shows the relationship between the independent variable on the dependent variable. The mathematical equation model proposed for the influence received by the satisfaction variable is given [31].

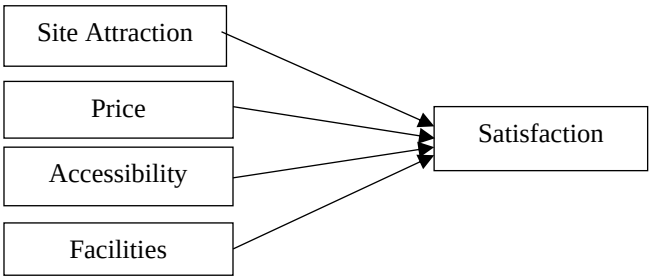

Figure 3. Variable Relationship

$$\text{Satisfaction} = \beta\text{Site\_Attraction} + \beta\text{Price} + \beta\text{Accessibility} + \beta\text{Facilities} + \varepsilon$$

β = path coefficient

$\varepsilon = \sqrt{1 - R^2}$

III. DATA AND PROPOSED METHOD

A. Data

Primary data is directly obtained from the respondents of tourists visiting Grojogan Sewu tourist destinations. A questionnaire in the form of a checklist using a Likert scale is the research instrument. Data collection is carried out in December 2021. Of 97 respondents involved; 39% of them are males, and the other 61% are females. The classification of age is as follows: 17-45 years old is 72%, and over 45 years old are 28%. The education level of the respondent is up to Diploma degree are 65%, Bachelor's degree is 24%, and master's degree is 11%. The visitors are 70% personal, and 30% group. The frequency of respondents' visits: time visits are 67%, two times visits are 22%, and more than two times visits are 11%.

B. Research Methods

The population mentions all elements/members of an area that is the target of research or is the whole of the object of research [32]. Tourists visited Grojogan Sewu tourist destination in the population in this study. Data analysis in this study includes data processing, data organizing, and finding results. A model that is formed as in Figure 3 can be solved by multiple linear regression. The analysis technique in this research is the multiple linear regression implemented on SPSS 26.

IV. RESULTS AND DISCUSSION

There are five variables in this study with respective five questions. They are site attraction SA1-SA5, price P1-P5, accessibility A1-A5, facilities F1-F5, and satisfaction S1-S5.

A. Validity and Reliability Test

The results of the validity and reliability test aim to determine whether a questionnaire can be said to be feasible or not feasible in the research model [33], namely:

TABLE I. VALIDITY AND RELIABILITY TEST ON SITE ATTRACTION

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SA1	16.40	2.248	.731	.737	.729
SA2	16.50	2.259	.605	.431	.759
SA3	16.40	2.455	.536	.721	.780
SA4	16.47	2.120	.534	.539	.785
SA5	16.23	1.978	.594	.432	.767

In Table I, with the results on the statement of the validity of corrected item-total correlation above 0.361 and the reliability test of the Cronbach alpha value > 0.60, the questionnaire of site attraction variable is valid and reliable.

TABLE II. VALIDITY AND RELIABILITY TEST ON PRICE

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	16.40	5.490	.386	.242	.839
P2	16.50	4.190	.715	.641	.755
P3	16.70	3.872	.749	.708	.741
P4	16.67	3.402	.788	.654	.727
P5	16.40	4.800	.463	.302	.826

In Table II, with the results on the statement of the validity of corrected item-total correlation above 0.361 and the reliability test of the Cronbach alpha value > 0.60, the questionnaire of price variable is valid and reliable.

TABLE III. VALIDITY AND RELIABILITY TEST ON ACCESSIBILITY

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	16.20	6.028	.514	.327	.822
A2	16.40	5.490	.484	.319	.839
A3	16.50	5.293	.678	.713	.778
A4	16.47	4.602	.774	.667	.745
A5	16.30	5.459	.718	.631	.772

In Table III, with the results on the statement of the validity of corrected item-total correlation above 0.361 and the reliability test of the Cronbach alpha value > 0.60, the questionnaire of accessibility variable is valid and reliable.

TABLE IV. VALIDITY AND RELIABILITY TEST ON FACILITIES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
F1	16.27	4.478	.443	.411	.736
F2	16.07	4.478	.503	.447	.719
F3	16.23	3.840	.624	.567	.671
F4	16.33	4.161	.455	.614	.734
F5	16.30	3.459	.603	.688	.680

In Table IV, with the results on the statement of the validity of corrected item-total correlation above 0.361 and the reliability test of the Cronbach alpha value > 0.60, the questionnaire of facilities variable is valid and reliable.

TABLE V. VALIDITY AND RELIABILITY TEST ON SATISFACTION

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
S1	16.00	4.828	.595	.	.713
S2	16.00	4.828	.595	.	.713
S3	16.23	4.806	.580	.	.718
S4	16.07	5.099	.487	.	.748
S5	16.10	4.783	.475	.	.758

In Table V, with the results on the statement of the validity of corrected item-total correlation above 0.361 and the reliability test of the Cronbach alpha value > 0.60, the questionnaire of facilities variable is valid and reliable.

A. Normality test

The normality test is the goal in the regression model, especially in multiple regression; in knowing the normality test of the data [33], in this study, we use a graph, and the following is the result of normality:

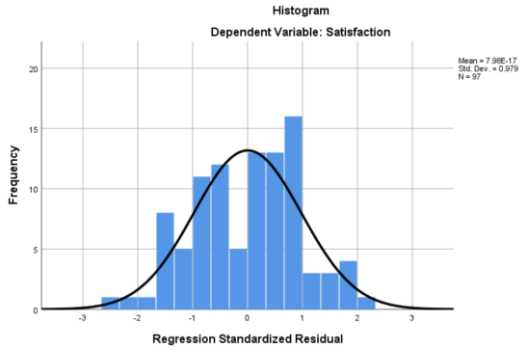

Figure 4. Histogram Graph Normality Test

In the graph, the normality test generally shows that the data is normally distributed because there is no skewness either to the left or to the right, then the data is normally distributed.

B. Multicollinearity Test

The multicollinearity test in this study used tolerance and the VIF value, there were no multicollinearity symptoms if the tolerance value > 0.1 and the VIF value < 10 [33], the following results of multicollinearity in this study are:

TABLE VI. MULTICOLLINEARITY TEST

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.703	1.400		1.216	.227		
	Site_Attraction	.232	.106	.213	2.185	.031	.659	1.517
	Price	.317	.093	.318	3.398	.001	.715	1.399
	Accessibility	.225	.097	.219	2.308	.023	.696	1.436
	Facilities	.098	.095	.099	1.026	.307	.672	1.489

a. Dependent Variable: Satisfaction

In Table VI, the tolerance value is 0.659, and the VIF is 1.517 on the site attraction variable; the tolerance value is 0.715, and the VIF is 1.399 on the price variable; the tolerance value is 0.696, and the VIF is 1.436 on the accessibility variable, and the tolerance value is 0.672, and the VIF is 1.489 on the facilities variable. Based on these results, it can be stated that the model is free from multicollinearity.

C. Heteroscedasticity Test

In a good regression model, if there is no heteroscedasticity [33], the test in this study uses Scatterplot.

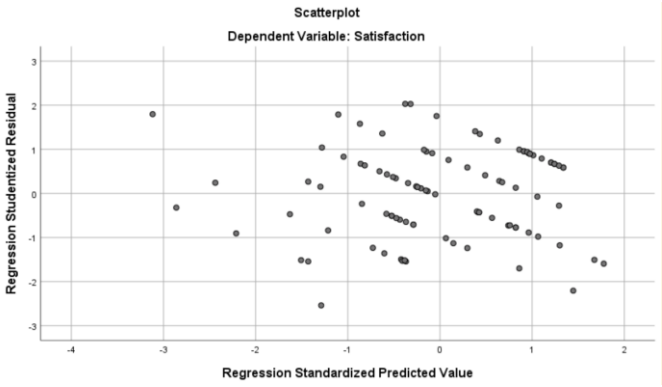

Figure 5. Scatterplot

In Figure 5, the points spread randomly both above and below the number 0 on the Y-axis, and it is concluded that there is no heteroscedasticity in the regression model.

D. Hypothesis test (t-Test)

Hypothesis testing to find out the effect of independent variables on the dependent variable [33], which is carried out partially or individually, is as shows in Table VII. First, site attraction at a significance of 0.031 < 0.05 and a statistical t value of 2.185 > 1.99 has a significant influence on satisfaction (answer the H1 hypothesis). This result supports the research by Taufiq & Fatchur [10] and Dzulkifli & Masjhoer [11]. Second, price at a significance of 0.001 < 0.05 and a statistical t value of 3.398 > 1.99 has a significant influence on satisfaction (answer the H2 hypothesis). This result supports the research Ananda & Sumitro [12] and Ilyas & Mustofa [13]. Third, accessibility at a significance of 0.023 < 0.05 and a statistical t value of 2.308 > 1.99 has a significant influence on satisfaction (answer the H3 hypothesis). This result supports the research Dzulkifli & Masjhoer [11]. Finallya, facilities at a significance of 0.307 > 0.05 and a statistical t value of 1.026 < 1.99 does not influence satisfaction (answer the H4 hypothesis). This result supports the research Ananda & Sumitro [12].

TABLE VII. HYPOTHESIS TEST

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.703	1.400		1.216	.227		
	Site_Attraction	.232	.106	.213	2.185	.031	.659	1.517
	Price	.317	.093	.318	3.398	.001	.715	1.399
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	Facilities	.098	.095	.099	1.026	.307	.672	1.489

a. Dependent Variable: Satisfaction

E. Coefficient of Determination

The coefficient of determination is how much the ability of all independent variables to explain the variance of the dependent variable [33], the following are the results of the coefficient of judgment in this study:

TABLE VIII. COEFFICIENT OF DETERMINATION

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652[a]	.425	.400	1.136

a. Predictors: (Constant), Facilities, Accessibility, Price, Site_Attraction

b. Dependent Variable: Satisfaction

The influence of site attraction, price, accessibility, and facilities on satisfaction shows an Adjusted R-square value of 0.400. It is interpreted that the satisfaction variable can be explained by the site attraction

variable, price variable, accessibility variable, and facilities variable of 40.0% while the remaining 100% - 40.0% = 60.0% is explained by other variables outside the model.

V. CONCLUSIONS

The results showed that the facilities variable does not influence satisfaction, meanwhile, site attraction, price, and accessibility variables partially have a significant influence on satisfaction. Increasing facilities will provide opportunities for management to influence satisfaction which can ultimately increase the number of tourist visits.

The value of Adjusted R-square is 40.0%, which means 60.0% is explained by other causes beyond the research model. For further research, it is recommended to add other independent variables to support the research model. The limitation of this study is that the data was taken during the pandemic season. Hence, the variation of respondents was limited.

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