

# The Effect of Attractions, Facilities, and Prices on Customer Satisfaction at The Written Batik Celaket Center, Malang City

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**Abstract:** The Malang City as a tourist city also stores abundant natural and cultural wealth, written batik is one of its assets, the celaket written batik center has produced batik products with motifs of lions, flowers, and tendrils which are the hallmarks of the handwritten batik of Malang City. This study aims to determine the effect of attractions, facilities and prices on customer satisfaction at the Batik Tulis Celaket Center in Malang City, with data collection techniques using purposive sampling distributed via google form to 190 respondents who are also customers at the Celaket Batik Tulis Center Malang City. The data analysis technique used in this research is descriptive analysis, multiple linear regression analysis, and hypothesis testing. The results of the study showed that facilities, and prices had a significant effect on customer satisfaction, while attractions did not have a significant effect. Attractions, facilities, and prices also have a joint influence on customer satisfaction at the Celaket Batik Center, Malang City. It is known that the price is more dominant in influencing customer satisfaction at the Batik Tulis Celaket Center in Malang City, hereby illustrates that the customers who visit the Batik Tulis Celaket Center in Malang City are satisfied with the prices offered by the Batik Tulis Celaket Center in Malang City.

**Keywords:** Attractions, Facilities, Prices, Customer satisfaction.

## 1. Introduction

Tourism is an industry that is growing rapidly and has many types. Tourism development is carried out through a dynamic process in conjunction with other sectors towards improving the quality and quantity services that are much better. The magnitude of the potential for tourism development in Indonesia is currently determined by the support and participation of all levels of society, be it from the government, the private sector, or other community parties. The tourism sector is a strategic sector that is very real in driving regional economic development, regional development, and community empowerment (sahidah et al., 2009) (Annisa & Alvianna, 2017). One of the cities that has the potential and wealth of tourism is Malang City.

The city of Malang has a lot of natural wealth and diverse tourism, including various historical heritage sites such as museums, temples, and various gift shops, both in the form of food and in the form of souvenirs. One of them is the Written Batik Celaket Center in Malang city which produces some

products on the international stage, namely Asia, Europe, and Australia. There are various kinds of motifs made including the typical Malangan motif, namely the lion motif, floral motifs, as well as the tendrill motif which is its trademark. This makes the Written Batik Celaket Center one of the attractions for tourists who visit Malang City while on vacation. Its strategic location can be easily visited by many tourists. The Written Batik Celaket Center not only presents various kinds of batik cloth products but also provides education to visitors. The tourist in here are also allowed to learn the processes of making batik accompanied by experienced workers.

With all the potential that this destination has to offer, it is very possible to develop its business even more. However, coinciding with the national batik day in 2020, sales declined due to the COVID-19 pandemic which overwhelmed this craft center due to the drastic decline in sales figures. The very falling sales figures also caused losses for the Written Batik Celaket Center because many of the products served were neglected. Even though it has been helped by online sales, the results are still unable to restore the economy due to very low orders. The closure of the tourism sector greatly affects the sustainability of this Batik Center. Production is not as productive as it was before the outbreak of the pandemic. So that there is a problem formulation in this research, there are:

1. Does the attraction affect customers satisfaction at the Written Batik Celaket Center, Malang City?
2. Does the facility affect customer satisfaction at the Written Batik Celaket Center, Malang City?
3. Does the price affect customers satisfaction at the Written Batik Celaket Center, Malang City?
4. Do the attractions, facilities, and prices have a simultaneous effect on customer satisfaction at the Written Batik Celaket Center, Malang City?
5. Which of the attractions, facilities and prices have the dominant influence on customer satisfaction at the Written Batik Celaket Center, Malang City?

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## 2. Theoretical Review

### A. Tourist

Tourism is something that sticks out because of the relationship between tourists, tourism industry providers, and government involvement in offering facilities and services that help run tourism activities (Tyas & Damayanti, 2018). These various relationships form a system that is interrelated with each other. According to (Anibal N'dami MJ *et al.*, 2021) system was originally built tourism through the preparation approach (supply) and demand, which are linear.

The element of preparation is an element consisting of attraction, accommodation, transportation, service, information and promotion. However, the demand element is all things related to tourism demand that comes from tourists (Saway *et al.*, 2021) (Tyas & Damayanti, 2018). In this case the element of demand as a market, which determines what tourists want, needs, and the ability of tourists to pay or buy. Although the tourism system is described as a closed system, this model can be used to analyze the important elements in providing attractiveness in a tourist destination (Hermawan *et al.*, 2021).

(Septiandari *et al.*, 2021) describes if there are 9 external factors in the tourism system:

1. Natural resources;
2. Culture;
3. Entrepreneurship;
4. Finance and financing;
5. Manpower;
6. Competition;
7. Community;
8. Government policies, including policies issued by the government, both are central, regional, and local levels, can have an impact on the level of tourism development;
9. Organizations/institutions

### B. Cultural Tourism

Culture is a system formed from socially inherited behavior, which works to establish the relationship between human communities and their ecological environment (Aso, Maria Trisana; Hidayatullah, Syarif: Alvianna, 2021) (Ghani & International, 2009). This matter is included in the way of life of community groups such as forms of organization, form of social grouping and political organization, beliefs, religion, arts, and so on. This is also the case with tourism which is part of the culture includes three elements of culture, such as:

1. Tradition, local wisdom from various ethnic groups in Indonesia;
2. Various traditional community life structures and activities including arts and rituals;
3. A variety of handicrafts and arts, paintings, batik, and various kinds of culinary which are closely related to the potential of the region that reflects the identity of each region.

The attraction of cultural tourism, which is illustrated through its cultural values, can be seen from the tangible and intangible elements. Tangible elements are the work of humans that are visible, while those that are intangible are norms,

customs, and habits. So in this paper using the theory initiated by (Budaya *et al.*, 2017) that in tourism activities there are 10 cultural elements that become tourist attractions such are crafts, tradition, the history of the origin of an area or place, architecture, local or traditional meaning, arts and music, the way of life of a society, religion, language, and traditional clothing.

### C. Batik

Batik is one of Indonesia's cultural heritage which has high artistic value. Batik can also be developed through tourism as an alternative means of promotion. Batik in Indonesia has a variety of patterns and motifs produced by various producing regions in Indonesia. The area not only produces but also has various cultural tourism potentials (Dewati & Rahdriawan, 2019). The combination of color elements with batik motifs produces attractive colors so that beauty will be seen (Budaya *et al.*, 2017). Batik can refer to the cloth that has been decorated with wax (Pranata Darma, 2020). However, initially it is good to refer to the technique of making a pattern using wax as resistance, which gives the possibility to be applied to any type of material such as fabric (cotton, silk, and common drabin), wood furniture or partitions. According to the Big Indonesian Dictionary, batik is a pictorial cloth that is made specifically by writing the wax dough on the cloth, then processing it in the certain way. Batik is a way of soaking the cloth using wax to make patterns and designs (Pranata Darma, 2020).

### D. Attractions

Attractions are very important in every tourist destination because they are the source or center of attention of a tourist destination to attract tourists to visit or enjoy a tourist destination (Alvianna, Earlike, *et al.*, 2020). Attraction itself means a something like a place, a nature, or culture that has its own unique character in each region so that the character will attract tourists to visit and enjoy the destination.

According to (Alvianna, Patalo, *et al.*, 2020) attractions are all things that are the center of attention, both in the form of natural beauty and in tourist objects to attract tourists to visit a place with indicators:

1. Panoramas, includes natural conditions, environmental contours and scenery in the place;
2. Uniqueness includes a design concept and theme that has its own character;
3. Beauty, namely the beauty of a place that is offered to attract;
4. Art, namely the artistic value that is carried and the philosophy contained in it.

### E. Facilities

According to (Priambudi *et al.*, 2021) that one of the main things in tourism development is the existence of supporting facilities. So tourists coming to a tourist destination are not only tempted by the offered attractions but also the availability of adequate facilities to support travel activities. The facilities themselves are also elements that can be added or reduced depending on the needs of a tourist destination itself without changing a concept.

There are several indicators in facilities below according to (Sumayang, 2003):

1. Completeness, cleanliness, and neatness of facilities including the conditions of facilities and their supporting elements;
2. The condition and function of the facilities includes all functions of the facility, whether it is in good condition or there are defects;
3. Ease of use of the facility includes whether the facility is commonly found or not so the customers will be easy to use.

**F. Price**

According to (Kotler Philip, 2002) (Alvianna, 2017) price is the amount of money charged for a product or service, or the sum of the customer exchange rate for the benefits of having or using the product or service. Then according to (F. & GC Tjiptono, 2017) price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of an item or service.

According to (Kotler, 2012) (Alvianna, Stella; Hidayatullah, 2020) outlining there are 4 indicators to measure prices below:

1. Price affordability, namely consumers can reach the prices set by the company from the cheapest to the most expensive;
2. Price competitiveness includes the low and high price of a product which is considered by consumers when buying a product or service;
3. The suitability of the price with the quality of the product includes a comparison of the difference in quality with the price it bears, the more expensive the price, the better the quality;
4. Price suitability with benefits includes a comparison of the benefits to the price of an item or service being sold, if the benefits are smaller while the price is more expensive, the consumer will reconsider buying it.

**G. Customer Satisfaction**

According to (Wibowo *et al.*, 2021) the definition of customer satisfaction is something that appears both happy and disappointed after equating the impression of a product or result and various expectations. However (F. Tjiptono & Chandra, 2011) said that if a customer is satisfied or not, it is a reaction felt when facing dissatisfaction with previous expectations with the result obtained and experienced after consuming it. So it can be concluded if customer satisfaction is a form of response or

reaction that arises after the customer uses or buys a product by comparing the reality obtained with previous customer expectations.

There are 6 indicators according to (F. Tjiptono & Chandra, 2011) to measure customer satisfaction below:

1. Overall customer satisfaction is measured based on the company’s products or services related to overall satisfaction with these products or services;
2. The dimension of customer satisfaction, namely asking customers to evaluate a product or service in detail and specifically, such as service, product or service quality, the ease of the facilities offered;
3. Confirmation or expectations, namely comparing the suitability or discrepancy of customer expectations with the function of the product or the performance of the product;
4. Interest in revisiting, namely measuring customer behaviour whether they will come again to consume the product or not;
5. Willingness to recommend, namely if the customer likes the product they are consuming, they will recommend it to each others;
6. Customer dissatisfaction, namely if the customer is not satisfied, they will switch to another superior product.

**3. Previous Research**

The table 1 shows the previous research.

**4. Conceptual Framework**

Based on the explanation of the theories above, a framework can be developed to analyze the influence of attractions, facilities, and prices on customer satisfaction at the Written Batik Celaket Center, Malang City.

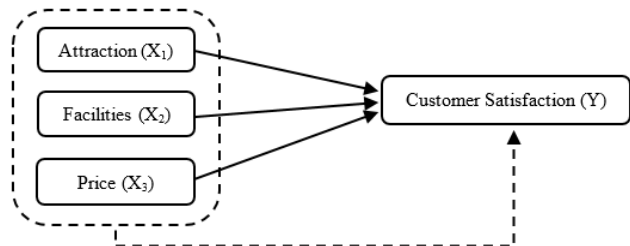


Fig. 1. Conceptual Framework

Table 1  
Previous Research

No.	Name, Research Title, Year	Research Result
1	Analysis of the Influence of Tourist Destinations and Service Quality on Tourist Satisfaction Visiting the Jawa Timur Park in the New Normal Era (Wibowo <i>et al.</i> , 2021)	Tourist destinations and service quality simultaneously affect tourist satisfaction, but tourist destinations do not partially affect tourist satisfaction.
2	Analysis of the Effect of Attraction, Accessibility, Amenity, Ancillary on Tourist Visiting Interests through Tourist Loyalty as a Mediation Variable (Ningtiyas, 2021)	Attraction, accessibility, amenity, ancillary, have a positive and significant effect on tourist loyalty but have no effect on visiting interest through tourist loyalty.
3	The Effect of Tourist Destination Image and Service Quality on Visitor Satisfaction at Tiga Warna Beach (Septiandari <i>et al.</i> , 2021)	The image of tourist destinations and service quality simultaneously affect visitor satisfaction, the dominant service quality affects customer satisfaction.
4	Analysis of the Effect of Price, Product, and Service Quality on Tourist Satisfaction at Wendit Waterpark, Malang Regency (Alvianna, 2017)	Price, product, and service quality have a positive and significant effect simultaneously on tourist satisfaction.
5	The Influence of Tourist Destinations and Tourist Satisfaction on Interest in Revisiting the Topeng Malang Tourism Village (Alvianna & Alviandra, 2020)	Tourist destinations have a significant effect on tourist satisfaction, tourist destinations have a significant effect on interest in revisiting, tourist satisfaction has a significant effect on interest in revisiting.

The hypotheses of this research are:

1. It is suspected that an attraction has an effect on customer satisfaction at the Written Batik Celaket Center, Malang City;
2. It is suspected that the facilities have an effect on customer satisfaction at the Written Batik Celaket Center, Malang City;
3. It is suspected that the price has an effect on customer satisfaction at the Written Batik Celaket Center, Malang City;
4. It is suspected that attractions, facilities, and prices have a simultaneous effect on customer satisfaction at the Written Batik Celaket Center, Malang City;
5. It is suspected that the price has a dominant effect on customer satisfaction at the Written Batik Celaket Center, Malang City.

### 5. Research Method

The research that will be carried out is by using a quantitative approach method using simple linear regression analysis. To determine the sample used purposive sampling method, namely the sampling technique by determining certain criteria. The location of this research is in the Written Batik Celaket Center which is located at Jaksa Agung Suprpto Street Number 71B samaan, Malang City. In this research attractions, facilities, and prices as independent variables ( $X_1$ ,  $X_2$ ,  $X_3$ ) and customer satisfaction as the dependent variable ( $Y$ ). The research instrument using a questionnaire in the form of google form which was distributed to the respondents. The population in this research is unknown, so to find the sample, the formula according to (Malhotra, 2006) in the marketing research book is  $n = 5 \times \sum \text{statement items}$ . There are 38 statement items in this research so that the writing formula is  $5 \times 38 = 190$  samples.

### 6. Operational Definition

The table 2 shows the operational definition.

### 7. Results and Discussion

Malang Batik, especially celaket batik, was pioneered in

2000 and has a characteristic in its motif, namely combining bright colors and contrasting properties. One of the reasons for using this color choice is because the Arema culture with the singo edan (crazy lion) as its identity has a firm and passionate character. Has a medium-pitched color value that gives the impression of being strong, masculine, honest and a high major that is encouraging, cheerful, and brilliant. Complementary and triadic schemes create dynamic, cheerful, and assertive impression. For the celaket batik motif, in general, it does not contain a special meaning other than the lion motif and the monument motif which depicts the spirit of struggle. The motif itself is dominated by brightly colored floral motifs as a symbol of Malang, the city of flowers. However, there is a batik motif that has a philosophical meaning, it is called Malangucecwara batik motif. Inside the motif is the crown of King Gajayana, the king who brought the kingdom of Gajayana to glory. The hope is that Malangan batik will be able to reach victory like the Gajayana kingdom in the past. The Malang monument motif symbolizes territorial power, a symbol of strength and toughness. The tassel lion motif is a symbol of the culture of the Malang people who are brave, full of enthusiasm, and never give up. The lotus flower motif symbolizes its rich natural beauty and fertility, and the Singosari temple statue motif as a cultural heritage of the city of Malang, as well as the tendrill motif which means the development of life is only temporary and will lead into the death. The continuous tendrils represent the next generation who will continue their life.

#### A. Respondent Profile Result

A total of 190 respondents have completed the research questionnaire, with the result of the result of the research analysis processed with SPSS shown in table 3.

#### B. Multiple Linear Regression Analysis

In table 4 it can be seen that the multiple linear regression model where the regression coefficient of the attraction variable ( $X_1= 0.264$ ), the facilities variable ( $X_2= 0.403$ ) and the price variable ( $X_3= 0.632$ ) which means that the attraction, facilities, and prices variables have a positive effect on the customer satisfaction variable because the significance value is less than 0.05. The value of the adjusted R square contained in table 4 is

Table 2  
Operational definition

No.	Research Variable	Operational Definition	Indicator
1	Attractions ( $X_1$ )	The elements in a tourist destination that make tourists interested in visiting a tourist destination.	1. Panorama 2. Uniqueness 3. Beauty 4. Tourist attraction art
2	Facilities ( $X_2$ )	Supporting facilities and infrastructure at a tourist destination that are used to support tourism activities.	1. Completeness, cleanliness, and neatness of the facilities 2. Facility conditions and functions 3. Ease of use of facilities
3	Price ( $X_3$ )	The amount of the exchange value of an item that is charged to consumers for the functions and benefits of the goods to be used.	1. Price affordability 2. Price competitiveness 3. Price match with product quality 4. Price match with benefits
4	Customer Satisfaction ( $Y$ )	Feelings of pleasure or disappointment of customers with the results obtained after visiting a tourist destination.	1. Overall customer satisfaction 2. Dimensions of customer satisfaction 3. Confirmation of hope 4. Interested to revisiting 5. Willingness to recommend 6. Customer dissatisfaction

0.321, which means that the ability of the attraction, facilities, and prices variables to define variations in the dependent variable is 32.1% and remaining 67.9% is influenced by other variables not examined.

To find out the effect of the regression model simultaneously, the F test was carried out. The result of  $F_{\text{count}}$  is 30.717 with a significance  $0.00 < 0.05$  which means that the attraction, facilities and price variables have a simultaneous effect on the customer satisfaction variables.

Table 3  
Respondent profile

Item	Optional	Frequency	Percentage
Age	15-20 Years	8	4,2
	21-25 Years	95	50,0
	26-30 Years	43	22,6
	>30 Years	44	23,2
Total		190	100
Hometown	Batu	83	43,7
	Malang	71	37,4
	Outside Malang	36	18,9
Total		190	100
Job	Private	96	50,5
	Entrepreneur	8	4,2
	Student	26	13,7
	Housewife	32	16,8
	Civil Servant	23	12,1
	Farmer	5	2,6
Total		190	100
Gender	Male	99	52,1
	Female	91	47,9
Total		190	100
Visiting Frequency	2 Times	111	58,4
	3 Times	57	30,0
	>3 Times	22	11,6
Total		190	100

### C. Discussion

#### 1) The effect of attractions on customer satisfaction

The result of this research indicate that there is an influence of the attraction variable partially on the customer satisfaction variable based on the  $t_{\text{count}}$  result of 0.264 and a significance of  $0.03 < 0.05$  from the SPSS output. Attractions are used as indicator of a tourist destination to attract customer's interest to visit. These result support the previous research conducted by (Alvianna & Alviandra, 2020) which said that tourist destinations have a significant influence on the interest of visiting tourists to Kampung Topeng Malang, with this research it also illustrates that not only customer satisfaction but also has

an influence on interest visiting tourists.

#### 2) The effect of facilities on customer satisfaction

The result of this research indicate that there is an effect of the facility variable partially on the customer satisfaction variable based on the result of  $t_{\text{count}}$  of 0.403 and significance of  $0.00 < 0.05$  from the SPSS output. The facilities provided can support tourism activities and function properly. Customers do not only rely on attractions as an interest but also the means to support them and the feasibility of each facility that exist in a tourist destination. This is in line with the research conducted by (Priambudi *et al.*, 2021) which shows that tourist facilities have an influence on the satisfaction of tourists visiting Batu Love Garden, Batu City.

#### 3) The effect of price on customer satisfaction

The result of this research indicate that there is an effect of the price variable partially on the customer satisfaction variable based on the result of  $t_{\text{count}}$  of 0.632 and a significance of  $0.00 < 0.05$  from the output of SPSS. Price is the first consideration when customers want to visit a tourist destination. The price can be viewed from the affordability of the price, the suitability of the price with the product, and the result obtained from the price charged to a tourist destination. This support the results of previous research conducted by (Alvianna, 2017) the variable used in this research is were price, product, service quality, and tourist satisfaction visiting Wendit Water Park, of these three independent variables the price variable had a dominant influence on satisfaction tourists at Wendit Water Park, this also means that the price offered is comparable to the rides obtained by tourists.

#### 4) The influence of attractions, facilities, and prices on customer satisfaction

Based on the results of SPSS output, the  $F_{\text{count}}$  value of the independent variable is 30.717 with a significance number of  $0.00 < 0.05$ , which means that the attraction, facilities, and price variables have a simultaneous effect on the customer satisfaction variable. From the SPSS output, it is found that the adjusted R square value is 0.321. This figure means that the three independent variables, namely attractions, facilities, and prices, are able to define the variation of the dependent variable, namely customer satisfaction, which is 32.1%. While the remaining 67.9% were affected by other variables not examined. This supports the results of previous research conducted by (Ningtiyas, 2021) suggesting that attraction, amenity, accessibility and amenity in the tourist destination of

Table 4  
Results of multiple linear regression analysis

Model	Var	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
Attractions	X <sub>1</sub>	0.264	0.127	0.136	2,077	0.039
Facility	X <sub>2</sub>	0.403	0.140	0.198	2,883	0.004
Price	X <sub>3</sub>	0.632	0.105	0.400	6,039	0.000
Dependent Variable	Customer Satisfaction (Y)					
R	0.576					
R <sup>2</sup>	0.331					
Adjusted R <sup>2</sup>	0.321					
F count	30,717					
Sig.	0.000					
Regression Model	$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$					
Result	$Y = 23.252 + 0.264 X_1 + 0.403 X_2 + 0.632 X_3 + e$					

Source: Primary data processed in 2021

San Terra De Laponte Batu City have a positive and significant influence on the interest of visiting tourists through tourist loyalty, from this research described also that the amenities which are also facilities have an influence on the interest of visiting tourists.

#### 5) Price has a dominant effect on customer satisfaction

Based on the result of the regression model to see the regression coefficient on the third independent variable, the attraction variable ( $X_1$ ) of 0.264, facilities variable ( $X_2$ ) of 0.403, and the price variable ( $X_3$ ) equal to 0.632. By looking at the coefficient value above, it is known that the price variable has a dominant effect on the customer satisfaction variable, this indicates that the price offered is an accordance with the products and services provided to customers. This research is opposite from the research conducted by (Alvianna, Stella; Hidayatullah, 2020) where in this research the price does not directly affect the loyalty of customers who visit Wendit Water Park, Malang Regency. Meanwhile, research (Hustina, Ika; Alvianna, Stella; Hidayatullah, Syarif; Lasarudin, 2021) says that price has a significant and dominant effect on customer satisfaction who visits the Panderman coffe shop hotel Aria Gajayana, which means that customers do not make a problem with the price offered.

## 8. Conclusions and Suggestions

### A. Conclusions

Based on the results of data analysis that has been tested on all the data obtained, it can be concluded that the attraction variable has an effect on customer satisfaction at the Written Batik Celaket Center. This proves that the attractions presented in Written Batik Celaket Center are quiet diverse in their products, namely through motifs or various colors and meanings contained in them. The results of this research indicate that the facilities variable has an effect on customer satisfaction at the Written Batik Celaket Center. This proves that the facilities used in Written Batik Celaket Center are adequate to support travel activities as well as to conduct buying and selling transactions for the products on display and customers can also learn batik techniques accompanied by skilled workers.

The results of this research indicate that the price variable has an effect on customer satisfaction at the Written Batik Celaket Center. In addition, price is also an important element to consider when someone wants to visit a tourist destination or not. This research shows the result that the attraction, facilities, and price variables have a simultaneous effect on customer satisfaction at the Written Batik Celaket Center. These three variables are important elements for someone to carry out tourism activities and enjoy tourist destinations. Price is also the dominant variable affecting customer satisfaction at the Written Batik Celaket Center. Price is the main reference for customers in determining their desire to travel and buy products from the Written Batik Celaket Center by considering the suitability of the price charged for the quality, function, and benefits of the product.

### B. Suggestions

For other research, it is necessary to develop this research, by developing the research variables used, where the next variable is useful for the development of science. Companies are expected to be able to add facilities and parking lots in order to accommodate more visitors and it is better if the manager can add some signposts to the location to make it easier for visitors to find the location of Written Batik Celaket Center.

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