


# The Role Of Destination Image, City Branding, E-WOM And Travel Consstraint In Singapore Decision To Visit Tourist Attractions In Batam City

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Article Info	ABSTRACT
<b>Keywords:</b> Destination image, City Branding e-WOM, Travel constraints, Decision to visit.	This study aims to analyze the role of destination image, city branding, electronic word of mouth (E-WOM), and travel constraints on the decision of Singaporeans to visit tourist attractions in Batam City. This study uses a quantitative method with a survey approach. The number of samples used in this study was 100 Singaporeans. Data was obtained through the distribution of questionnaires to Singaporeans who have visited or plan to visit Batam City. The data analysis technique used was multiple regression analysis to determine the influence of each variable on the decision to visit. The results of the study show that the image of the destination has a significant influence on the decision to visit, where the positive perception of natural beauty, facilities, and community friendliness is the main attraction. City branding also plays an important role in increasing the awareness and interest of Singaporeans in Batam, especially through the promotion of slogans, city icons, and international events. In addition, E-WOM through online reviews and social media has proven to be effective in building trust and influencing travelers' preferences. Meanwhile, travel constraints, such as travel costs and time, have a negative but relatively small influence given Batam's close distance from Singapore. This study concludes that the combination of a strong destination image, consistent city branding promotion, and optimal use of E-WOM can improve Singaporeans' decision to visit Batam.
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## INTRODUCTION

Tourism has become one of the strategic sectors that contributes significantly to economic development, especially in areas that have unique geographical and cultural potential. Batam City, located in the Riau Islands, is one of the main destinations in Indonesia that attracts the attention of international tourists. Its geographical position close to Singapore makes Batam the main gateway for foreign tourists, especially from the neighboring country. In addition, the ease of access to transportation by sea and air is an important factor that supports Batam's attractiveness as a competitive tourist destination.

In facing global competition in the tourism sector, the image of the destination is one of the key elements in attracting tourists. A positive image of a destination can form a good

perception among potential tourists, thereby increasing interest in visiting the destination. For Batam City, the image of the destination displayed needs to depict various advantages, such as the beauty of marine tourism, culinary diversity, duty-free shopping centers, and modern entertainment facilities. However, the formation of an effective destination image requires an integrated and sustainable marketing strategy.

In line with that, city branding also plays an important role in strengthening Batam's attractiveness as a leading tourist destination. City branding not only aims to build a city's identity, but also to create a unique and memorable impression for tourists. In the context of Batam, the development of a modern, dynamic, and tourist-friendly city image is an important step in attracting more visits from Singaporeans. This effort must also be supported by consistent promotion through various media, both traditional and digital.

In the ever-evolving digital era, the role of electronic word-of-mouth (e-WOM) is becoming increasingly crucial in influencing travelers' decisions. Digital platforms, such as social media, reviews on travel sites, and experience-sharing apps, allow travelers to share information and impressions of a destination. The information conveyed through e-WOM is often considered more authentic and trustworthy than formal promotion. Therefore, the positive experiences shared by Singaporean tourists about Batam can be a powerful promotional tool to attract other potential tourists.

However, in addition to the attractiveness offered, there are travel constraints that need to be considered. Factors such as time constraints, travel costs, accessibility, and uncertainty related to destination conditions, can be barriers for tourists to decide on a visit. For Singaporeans, although Batam offers relatively affordable travel fares, factors such as service quality, safety, and sustainability of the destination remain important considerations.

This research focuses on analyzing the role of destination image, city branding, e-WOM, and travel constraints in influencing Singaporeans' decision to visit tourist attractions in Batam City. Through this approach, it is hoped that a deeper understanding of the factors that encourage or hinder tourist visits can be obtained. The results of this study not only provide theoretical insights but can also be a strategic foundation for stakeholders in the Batam tourism sector in formulating policies and steps for destination development. Thus, Batam can further strengthen its position as one of the leading tourist destinations in Southeast Asia. The following is data in the form of the number of international tourist visitors who come to visit the city of Batam in 2023.

**Table 1.** Data on Foreign Tourist Visitors to Batam in 2023

Kebangsaan	01. Wisatawan Mancanegara Ke Kota Batam Menurut Kebangsaan (Kunjungan)												
	2023												
	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus	September	Oktober	November	Desember	Tahunan
Singapura	55.573	42.606	60.233	50.760	43.672	89.694	55.801	53.719	61.058	44.789	60.169	95.736	713.810
Malaysia	12.066	12.248	12.952	12.733	12.264	15.607	13.923	16.485	14.406	12.390	16.079	23.907	175.058
India	4.630	2.366	3.428	4.670	3.338	4.854	3.277	3.565	3.927	2.906	3.526	4.448	44.735
Tiongkok	2.673	1.518	2.086	2.644	2.361	2.461	2.336	2.424	2.516	2.083	3.115	3.396	29.413
Filipina	1.914	1.450	2.137	2.419	1.516	2.678	2.265	2.250	2.260	1.656	2.502	2.499	25.546
Korea Selatan	666	640	684	180	684	-	-	-	-	-	-	-	2.854
Jepang	704	639	679	643	624	848	754	700	908	624	697	875	8.895
Inggris	667	679	774	847	775	796	647	778	964	757	944	741	9.369
Amerika	609	642	742	782	727	859	855	729	839	661	679	662	8.177
Australia	662	-	-	-	-	827	744	676	962	763	885	831	6.350
Lainnya	15.219	11.407	14.553	13.462	11.587	15.856	14.461	13.916	14.360	13.559	15.275	16.758	170.413
Wisatawan Mancanegara	94.774	74.193	98.268	89.140	77.348	134.280	95.063	95.242	102.200	80.168	104.071	149.853	149.853

The data on Foreign Tourists presented in table 1 shows that in 2023 there will be an increase in the number of visitors. Foreign tourists who came to Batam in 2023 amounted to 1,498,530 visits. The most visits came from Singapore, with 713,810 visits throughout the year, which accounted for almost half of the total visits. Other countries with significant visits were Malaysia (175,810 visits) and India (44,490 visits). The month with the highest visits was December with a total of 149,853 visits. The month with the lowest visits was February (74,193 visits), likely due to seasonal conditions or the holiday calendar. The Dominant Visiting Country is Singapore: Visits from Singapore have been consistent throughout the year, with a peak in June (89,694 visits). Malaysia: Stable throughout the year, with peak visits in December (23,907 visits). India: The number of Indian tourists tends to be stable, with a peak in March (4,670 visits). Tourists from countries such as South Korea, Japan, the United Kingdom, and the United States each account for about 6,000-10,000 visits throughout the year. Travelers from other countries not specifically listed are categorized as "Other", with a total of 151,986 visits. Singapore is the main tourist market for Batam City, followed by Malaysia and India. December is the peak of visits, possibly because of the year-end holidays. The consistency of the number of tourists shows the attractiveness of Batam as a tourist destination for neighboring countries and internationally.

## Literatur

### Visiting Decision

(Ardiansyah & Agung Nugroho, 2022) The decision to visit a tourist destination is a way of making a decision, which is similar to the decision to choose or utilize a product or service. This is related to how a tourist makes a decision, which starts with their desire and need to travel for a tourist trip, collecting information about tourist attractions, to evaluating the most appropriate choice of tourist attractions. This shows that new activities that involve

the selection and assessment of the desired product or service influence the decision to visit. (Donargo & Sianipar, 2022)

H5 : It is suspected that the Destination Image, City Branding, E-WOM and Travel Constraint together have a positive and significant effect on Visitor Decisions

#### **Destination Image**

The image of a destination according to Crompton (1979; in Yang *et al.*, 2009) is a number of impressions, beliefs, thoughts, perceptions, and feelings that are built over time towards a place. The image of a tourist destination is defined as the image of tourism products related to tourist destinations and tourism facilities, which can directly meet the needs of tourists (Zhang *et al.*, 2017). Based on this understanding, it can be concluded that the definition of the image of a tourist destination is a person's beliefs, perceptions, impressions, and feelings about a tourist attraction.

H1 : It is suspected that the image of the destination has a positive and significant effect on the Decision to Visit

#### **City Branding**

According to (Sunyoto, 2018) considers that city branding is similar to a company brand. In this case, cities and companies alike want to attract the attention of various stakeholders and customer groups. They both have multidisciplinary roots, and a high degree of complexity. Both must consider social responsibility, as well as plan for long-term development. Hankinson claims that city branding is also closely related to the leadership factors of regional heads, brand-oriented organizational culture, coordination of different departments, will affect the brand image. According to (Kotler, Philip and Armstrong, 2014) city branding is an effort made by the government to create an identity of a place, region, then promote it to the public, both internal and external public

H2 : It is suspected that City Branding has a positive and significant effect on the Visiting Decision

#### **e-WOM (Word of Mouth)**

*Word of Mouth (WOM)* also means a conversation that is designed online or offline to have *multiple effects, non-hierarchy*, horizontal and vertical Hasan (2010:29). *Online* conversations can also be called *e-WOM*. The occurrence of *e-WOM* cannot be separated from the consumer experience of the products or services consumed. If consumers get satisfaction from their consumption experience, then consumers will voluntarily make a statement (*review*) about a product or service. The behavior of tourism visitors can be influenced by several factors, one of which is the marketing activities carried out by a tourist destination. Marketing activities carried out so that the public knows information about tourist destinations can be done by choosing the right promotion mix (Hidayah, 2019:56).

H3 : It is suspected that E-WOM has a positive and significant effect on the Visitor's Decision

#### **Travel Constraints**

According to (Alma, 2017) travel constraints have a meaning as a variable and explain the obstacles that can arise such as time, money, opportunities, knowledge, ability, population density, lack of partners, embarrassment, lack of transportation, safety, interest and poor quality that can prevent a person from traveling activities. According to Crompton

(1977; in Li *et al.*, 2011), there are several factors such as lack of money, time, interest and support from family or relatives, and poor health are the main obstacles that can affect a person's decision to travel. According to Khan *et al.*, (2019) *travel constraints* have the meaning of variables and explain the obstacles that can arise such as time, money, opportunities, knowledge, ability, population density, lack of partners, shame, lack of transportation, safety, interest and poor quality that can prevent a person from traveling activities.

H4 : It is suspected that Travel Constraint has a positive and significant effect on the Visitor's Decision

## METHODS

The population in this study is *infinite*. The characteristics of the respondents were 17-50 years old, and Singaporeans who visited tourist attractions in the city of Batam. The number of samples used in this study was 100 samples using *non-probability sampling* methods and *judgmental sampling techniques*. The distribution of questionnaires is carried out offline and *online*. The measurement of this study uses the Likert Scale. The data analysis technique used in this study is multiple linear regression analysis.

## RESULTS AND DISCUSSION

In this study, the validity and reliability of the questionnaire were first tested to 30 people who were not among the respondents for the research sample. The questionnaire was distributed to respondents aged 17-50 years. The statements in this research questionnaire were measured, then the results were obtained from the validity test and reliability test. The results show that all statement items show valid results because the value of *Corrected Item - Total Correlation* is above 0.361 so that the statement items can be used as a measure of variable destination imagery, *city branding*, *e-WOM*, *travel constraints*, and visit decisions. Then the magnitude of *Cronbach's Alpha* value for influence is greater than 0.70. So that the statements in the questionnaire show reliable results and can be used as a tool to measure the variables of destination image, *city branding*, *e-WOM*, *travel constraints*, and visit decisions.

### Classical Assumption Test

The Kolmogorov-Smirnov One-Sample *normality test* in the classical assumption test has a Kolmogorov-Smirnov *significance value*, namely *asympt sig. (2-tailed)* which is greater than 0.05, which is 0.290. Thus, the data obtained is declared to be normally distributed. Then the multicollinearity test can be seen from the tolerance value and VIF (*Variance Inflation Factor*). The existence of multicollinearity is indicated by a *tolerance value* of  $\geq 0.01$  or  $VIF \leq 10$  multicollinearity. From the results of the test, it is known that the *tolerance value* of the destination image variable is  $0.914 \geq 0.01$ . The *tolerance value* of the *city branding* variable is  $0.955 \geq 0.01$ . The *tolerance value* of the *e-WOM* variable is  $0.986 \geq 0.01$ . And the tolerance value of the *travel constraints variable* is  $0.914 \geq 0.01$ . With these results, it is known that there is no multicollinearity between independent variables. Likewise, the VIF value of each independent variable, for the VIF value of the



destination image variable is  $1,094 \leq 10$ . The VIF value of the *e-WOM* variable is  $1,014 \leq 10$ . And the VIF value of the *travel constraints* variable is  $1,094 \leq 10$ . This means that there is no multicollinearity between independent variables. So it can be interpreted that this study does not have a strong correlation between independent variables, and this regression model can be tolerated. The next stage is the heteroscedasticity test, the results of the Spearman's Correlation Coefficient test in the heteroscedasticity test get a significance value in each variable with a residual greater than 0.05. The significance of the destination image variable was 0.935; the *City Branding* variable was 0.610; the *e-WOM* variable was 0.712; and the *Travel Constraints* variable was 0.062. So it can be interpreted that there is no heteroscedacity problem.

### Multiple Linear Regression Analysis Results

The results of the data processing of multiple linear regression analysis data function to determine the influence of destination image variables, *e-WOM* and *travel constraints* on the intention to visit prospective visitors to Kenjeran Beach, the following results were obtained:

**Table 1.** Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error		
(Constant)	5,337	2,428		2,198 0,030
Destination Imagery (X1)	0,329	,083	0,336	3,973 0,000
City Branding (X2)	0,120	,046	0,330	2,321 0,510
E-Wom (x3)	0,083	,056	0,087	2,469 0,145
Travel Constrains (X4)	0,495	,080	0,545	6,167 0,000

Source : Data processed by researchers (2024)

Based on the table above, it can be seen that the regression equation is:

$$Y = 5.337 + 0.329 X1 + 0.120 X2 + 0.083 X3 + 0.495 X4$$

1. The constant value is 5.337: meaning that if the Destination Image (X1), *City Branding* (X2), *E-Wom* (X3) and *Travel Constrains* (X4) are ignored (0), then the Visiting Decision (Y) value is 5.337.
2. The variable regression coefficient of the Destination Image (X1) is 0.329: if the Destination Image (X1) is increased by one (1) unit assuming that *City Branding* (X2), *E-Wom* (X3) and *Travel Constrains* (X4) are ignored (0), then the Visit Decision (Y) will increase by 0.329.
3. The regression coefficient of the variable *City Branding* (X2) is 0.120: if *City Branding* (X2) is increased by one (1) unit assuming that the Destination Image (X1), *E-Wom* (X3) and *Travel Constrains* (X4) are ignored (0), then the Visiting Decision (Y) will increase by 0.031.
4. The regression coefficient of the variable *E-Wom* (X3) is 0.083: if *E-Wom* (X3) is increased by one (1) unit assuming that Destination Image (X1), *City Branding*

(X2) and *Travel Constraint* (X4) are ignored (0), then the Visiting Decision (Y) will increase by 0.083.

5. The regression coefficient of the *Travel Constraint* variable (X4) is 0.495: if the *Travel Constraint* (X4) is increased by one (1) unit assuming that the Destination Image (X1), *City Branding* (X2) and E-Wom (X3) are ignored (0) then the Visiting Decision (Y) will experience an increase of 0.495.

#### Coefficient of Determination (R<sup>2</sup>)

The R (Square) *Determination Coefficient Analysis* is used to find out how much the independent variables contribute in explaining the bound variables.

**Table 3.** Coefficient of Determination of Research Variables

Model Summary			
Type R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,905a	0,811	1,753

Source : SPSS Processing, 2024

Based on table 3 above, it shows that the percentage of contribution of independent variables Destination Image, *City Branding*, E-Wom and *Travel Constraint* has a significant effect on the dependent variable of the Visit Decision is 0.811 or 81.1%. While the rest is 0.189 or 18.9% influenced by other variables outside this study.

#### Hypothesis Testing

##### Test t

- a. Destination Image Variable (X1)

The results of the test with SPSS obtained a t-calculation for the Destination Image (X1) variable of 3.973 greater than the t-table of 1.985. By using a significant limit of 0.05 significance value of Destination Image (X1) 0.000, Ho is rejected and H1 is accepted. Thus, the first hypothesis is accepted.

- b. *City Branding* Variable (X2)

The results of the test with SPSS obtained t-calculation for the *City Branding* variable (X2) 2.321 greater than the t-table 1.985. Using a significant limit of 0.05, the significance value of *City Branding* (X2) is 0.510, then Ho is accepted and H2 is accepted. Thus, the second hypothesis is accepted.

- c. E-Wom Variable (X3)

The results of the test with SPSS obtained t-count for the variable E-Wom (X3) 2.469 greater than the t-table 1.985. Using a significant limit of 0.05, the significance value of E-Wom (X3) is 0.145, then Ho is accepted and H2 is accepted. Thus, the Third hypothesis is accepted.

- d. *Travel Constraint* Variable (X4)

The results of the test with SPSS obtained a t-calculation for the *Travel Constraint* variable (X3) of 6.167 greater than the t-table of 1.985. By using a significant limit of 0.05 for the significance value of *Travel Constraint* (X4) 0.000, then Ho rejected and H4 accepted. Thus, the Fourth hypothesis is accepted.

## F Test

Based on table 2, the test of the influence of the independent variables together on the bound variables was carried out using the F test. The results of the statistical calculation showed that the value of  $F_{cal} = 106.926$  was greater than  $F_{table} 2.70$  with a significance of  $0.000 < 0.05$ , then  $H_0$  was rejected and  $H_5$  was accepted. This means that together Destination Image (X1), City Branding (X2), E-Wom (X3) and Travel Constraint (X4) have a significant effect on Purchase Decision (Y). Thus, the Fifth hypothesis is accepted.

## Discussion

### The Influence of Destination Image on Visiting Decisions

In this study, empirical evidence was obtained that the first hypothesis proposed was proven. With the t-count for the Destination Image variable greater than the t-table. Therefore, it can be concluded that partially the Destination Image has a significant effect on the Visiting Decision. The results of the research conducted (Parapat, 2018) which stated that the research on Location, Price and Promotion had a significant effect on the Visiting Decision. Research conducted (Istikhomah & Susanta, 2019) which states that Price and Service Quality have a significant effect on Visiting Decisions. Destination image is an important factor to improve tourists' decision to visit. Destination Image is a staple that the city of Batam must have in order to be able to improve consumer purchasing decisions. The image of destinations owned by tourist attractions in the city of Batam will be able to improve the decision to visit tourists.

### The Influence of City Branding on Visiting Decisions

In this study, empirical evidence was obtained that the second hypothesis proposed was proven. With the t-count for the City Branding variable smaller than the t-table. So it can be concluded that partially City Branding has an insignificant effect on the Visiting Decision. Research conducted (Qomariah, 2020) which states that City Branding has a non-significant effect on Visiting Decisions. City Branding is a tangible form of strategy to attract consumers. Batam City must pay attention to City Branding to further improve the decision to visit Singapore tourists. City Branding must be in accordance with the quality and benefits of the tourist attraction itself.

### The Effect of E-Wom on Visiting Decisions

In this study, empirical evidence was obtained that the third hypothesis proposed was proven. By obtaining the t-count for the E-Wom variable is smaller than the t-table. Therefore, it can be concluded that partially E-Wom has a significant effect on the Visiting Decision. The results of the research conducted (Suryanata, 2020) which stated that E-Wom had a significant effect on the Visiting Decision. The strategic E-Wom will be able to improve the decision of visiting Singapore tourists in the city of Batam. By paying attention to the E-Wom factor, the first step is to improve the strategy of increasing the decision to visit foreign tourists.

### The Effect of Travel Constraint on Visiting Decisions

In this study, empirical evidence was obtained that the first hypothesis proposed was proven. t-calculation for the Travel Constraint variable is greater than the t-table.



Therefore, it can be concluded that partially *Travel Constraint* has a significant effect on the Visiting Decision. Research conducted (Aisha & Kurnia, 2018) which states that *Travel Constraint* has a significant effect on Visiting Decisions. *Travel Constraint* will be able to improve the decision of visiting Singaporean tourists to Batam. With a good *Travel Constraint*, it will make the decision to visit tourists increase.

#### **The Influence of Destination Image, City Branding, E-Wom and Travel Constraint on Visiting Decisions**

In this study, empirical evidence was obtained that the fifth hypothesis proposed proved that *Fcal* was greater than *Ftable*, so it can be concluded that together the Destination Image, City Branding, E-Wom and *Travel Constraint* have a significant effect on the decision to visit tourists.

The results of the research conducted (Parapat, 2018) which stated that the research on Location, Price and Promotion had a significant effect on the Visiting Decision. Research conducted (Istikhomah & Susanta, 2019) which states that Price and Service Quality have a significant effect on Visiting Decisions. *Travel Constraint* is a staple that must be considered by the Carocok Beach manager. *Travel Constraint* will be able to improve tourist Visiting Decisions. With a good *Travel Constraint*, it will make the decision to visit tourists increase. Destination image is an important factor to improve tourists' decision to visit. Destination Image is a staple thing that must be owned by tourist attractions in Batam in order to be able to improve the decision to visit Singaporeans. The image of the destination owned by the city of Batam will be able to improve the decision to visit tourists.

### **CONCLUSION**

Conclusions There are theoretical implications resulting from this study. Batam's positive destination image, such as its natural beauty, ease of access, and tourist facilities, plays an important role in attracting tourists from Singapore. Tourists tend to choose Batam because of its reputation as a destination that offers a satisfying tourist experience. The efforts of the government and related parties in promoting Batam through the city branding strategy have a significant impact on the decision to visit. Elements such as slogans, city icons, and integrated promotions strengthen Batam's attractiveness as a leading destination, especially in the Southeast Asian region. Information disseminated through digital platforms, such as online reviews, social media, and travel blogs, has a profound influence on the perception of Singaporeans. E-WOM helps build tourist confidence in Batam as a safe and attractive tourist destination. Travel barriers such as transportation costs, travel time, and administrative constraints (e.g., visas or permits) can influence a traveler's decision to visit. However, for Singaporean tourists, this obstacle is relatively low due to the close distance and good bilateral relations between Singapore and Indonesia. The decision of Singaporeans to visit Batam is the result of a combination of a positive destination image, effective promotion through city branding, recommendations received through E-WOM, and low travel constraints. Together, these factors create a strong attraction for Singaporean tourists.

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