


## Click, Like, Travel : Social Media Effect on Historical Tourism Engagement—A Case Study of Siti Nurbaya Park Gunung Padang

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Article Info	ABSTRACT
<p><b>Keywords:</b> Social media, tourist engagement, digital marketing strategy, historical tourism, Siti Nurbaya Park, Gunung Padang</p>	<p>This study aims to analyze the influence of social media on tourist engagement and formulate a digital marketing strategy for the development of the historical tourist destination of Siti Nurbaya Park, Gunung Padang, in Padang City. This study uses a mixed methods approach, a combination of quantitative and qualitative methods. The quantitative research design used is explanatory research because it aims to explain the causal relationship between social media (the independent variable) and tourist engagement (the dependent variable). Meanwhile, a qualitative approach is used to deepen the results of the quantitative analysis and formulate a digital marketing strategy for the destination. The quantitative data analysis technique uses simple linear regression analysis to test the relationship between social media variables and tourist engagement. Furthermore, this study also utilizes a SWOT analysis to formulate a digital marketing development strategy for the destination. The results show that social media has a significant influence on tourist engagement, contributing 57.5%. This is reflected in the increased interest in visiting, interactions through digital media, and the tendency of tourists to provide recommendations. Current digital marketing strategies are still limited to the use of Instagram and the official website, supported by short video content. However, limited human resources, digital devices, and minimal community participation hinder optimal promotion. Based on the SWOT analysis, potential strategies include strengthening creative content, expanding the use of digital platforms, collaborating with influencers, and increasing the capacity of local communities in community-based promotion. This research is expected to provide practical contributions to the development of digital marketing strategies for historical tourism destinations, while simultaneously strengthening local cultural identity and regional tourism competitiveness.</p>
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### INTRODUCTION

Historical and cultural tourism plays a crucial role in strengthening national identity while also driving regional economic development. Historically based tourist destinations not only offer

recreational experiences but also provide educational value and enrich public knowledge about their cultural heritage [9]. By technological advancements, the way tourists seek information, develop perceptions, and make travel decisions is increasingly influenced by digital media, particularly social media. The presence of social media has transformed tourism marketing communication patterns from a one-way process to a more interactive and participatory one, where tourists are not only recipients of information but also producers of content that can influence other potential visitors [22].

In Indonesia, utilization of social media in tourism destination promotion has grown rapidly with increasing internet penetration and smartphone use. Tourist destinations that are able to effectively utilize social media have proven to experience increased visits and a strengthened destination image. However, many historical and cultural tourist destinations still face challenges in managing digital promotion, whether due to limited human resources, a lack of creative content, or low local community participation. This situation is also experienced by Siti Nurbaya Park, Gunung Padang in Padang City, a historical destination with high cultural value that has not yet fully optimized its digital marketing strategies.

Various previous studies have highlighted the role of social media in enhancing tourism destination promotion [24]; [23]. However, most studies have focused on popular tourist destinations or nature-based tourism, while studies on historical and cultural tourism are still limited. Furthermore, previous research tends to emphasize the promotional or image aspects of the destination, while analysis of the direct relationship between social media and tourist engagement, as well as the formulation of digital marketing strategies based on SWOT analysis, is still rare. This gap is the basis for this research: to fill the gap in the literature by examining the influence of social media on tourist engagement and formulating digital marketing strategies for historical and cultural tourism destinations.

Therefore, this research is expected to provide theoretical contributions to enrich the study of social media and tourist engagement, particularly in the context of historical tourism. Furthermore, this research also provides practical contributions in the form of recommendations for digital marketing strategies that can assist destination managers and local governments in increasing competitiveness and strengthening local cultural identity through more effective tourism promotion management.

## METHOD

This research was conducted at Siti Nurbaya Park, Gunung Padang, Padang City. This study used a mixed methods approach, a combination of quantitative and qualitative data. According to [19], mixed methods were chosen to obtain more comprehensive results by combining the strengths of numerical and narrative data.

The quantitative research design used was explanatory research because it aimed to explain the causal relationship between social media (the independent variable) and tourist engagement (the dependent variable). Meanwhile, the qualitative research method, based on the philosophy of postpositivity, was used to examine the natural conditions of the object. The study population was tourists visiting Siti Nurbaya Park, Gunung Padang. The sampling technique used was probability sampling, where respondents were selected randomly for

greater representativeness [20]. A sample size of 100 was deemed adequate, as [19] argues that 30–500 respondents are sufficient for quantitative research.

Quantitative data collection was conducted through questionnaires with a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena [19]. This questionnaire was designed based on customer engagement theory [23], the Theory of Planned Behavior [25], and interaction. This interaction forms a two-way relationship between tourists and managers, creating a more personalized digital experience [4].

A qualitative approach was used to deepen the results of the quantitative analysis and formulate the destination's digital marketing strategy. Qualitative data collection was conducted through in-depth interviews with destination managers and local residents to elicit views on digital promotion and destination conditions. Field observations related to facilities, tourist activities, and the use of social media by managers and tourists were conducted. Literature review consisted of secondary data from books, articles, journals, and information from the internet related to social media-based digital marketing for historical tourism.

Qualitative data were analyzed using the SWOT technique, as described by [18], to identify the destination's strengths, weaknesses, opportunities, and threats. The results of this analysis then served as the basis for developing a digital marketing strategy for Siti Nurbaya Park – Gunung Padang. Quantitative data were analyzed using simple linear regression [26] to determine the extent of social media's influence on tourist engagement. Meanwhile, qualitative data was analyzed using a SWOT approach to generate development strategy recommendations..

## RESULTS AND DISCUSSION

### Research Results

#### Validity Test

Validity testing is used to determine whether the statements submitted to respondents are valid or not, so a validity test is needed. If the CITC value  $>$  r-Table, then the statement can be said to be valid. This study had 100 respondents, with a significance level value of 0.05. So that the DF (degree of freedom) in the r test is N-2 which is the sample, then the r-Table value (98) is 0.196. Thus, the statement can be said to be valid if the CITC value  $>$  0.196. Can be seen in the following table which is the result of the validity test of each variable.

**Table 1.1** Results of the Validity Test of the Social Media Influence Variable

Indicator	Statement	r-Count	r-Table	Evidence
Social Media Content	X1.1	0,759	0.196	Valid
	X1.2	0,664	0.196	Valid
Information Search	X1.3	0,694	0.196	Valid
	X1.4	0,671	0.196	Valid
Interaksi Digital	X1.5	0,716	0.196	Valid
	X1.6	0,604	0.196	Valid

*(Source: Author's Processed Data, 2025)*

Each statement item in each indicator has a higher r-count value than the r-table value. Therefore, it can be concluded that all statement items in each indicator in the Social Media variable are valid.

**Table 1.2** Results of the Validity Test of Tourist Involvement

Indicator	Statement	r-Count	r-Table	Evidence
Intention to Visit	Y1.1	0,819	0.196	Valid
	Y1.2	0,779	0.196	Valid
Participation in Social Media	Y1.3	0,666	0.196	Valid
	Y1.4	0,633	0.196	Valid
Recommendation	Y1.5	0,750	0.196	Valid
	Y1.6	0,705	0.196	Valid

*(Source: Author's Processed Data, 2025)*

Each statement item in each indicator has a higher r-count value than the r-table value. Therefore, it can be concluded that all statement items in each indicator in the Tourist Involvement variable are valid.

### Reliability Test

Reliability testing is used to measure a questionnaire as an indicator of a variable. A questionnaire is considered reliable if a person's answers to the statements are consistent or stable over time. A variable is considered reliable if it produces a Cronbach's Alpha value > 0.60. The following are the results of the reliability test.

**Table 1.3** Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0,907	12

*(Source: Author's Processed Data, 2025)*

The table above shows that the reliability results show a Cronbach's Alpha value of 0.907 for a total of 12 statement items. Therefore, it can be concluded that each statement item tested has a fairly good level of reliability, as the value is greater than 0.06.

### Linearity Test

The linearity test aims to determine whether there is a linear relationship between the two variables being studied. This test was conducted using SPSS Version 25. If the significance value obtained is >0.05, it can be concluded that there is a relationship between the two variables. The following are the results of the linearity test:

**Table 1.4** Linearity Test Results

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	982,523	17	57,795	8,178	0,000
	Linearity	898,252	1	898,252	127,100	0,000

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
Tourist engagement * Social media	Deviation from Linearity	84,271	16	5,267	0,745	0,740
	Within Groups	579,517	82	7,067		
	Total	1562,040	99			

(Source: Author's Processed Data, 2025)

Based on the table above, it is known that the Sig. in the Deviation section of the Linearity form is 0.740. This means that the two variables are linear because they have a significance value > 0.05.

## Hypothesis Testing

### Simple Linear Regression Analysis

This simple linear regression analysis test aims to create a regression equation model that will later be used to test the model in predicting the value of the independent variable. This prediction is made by utilizing data from the dependent variable, whose value is already known, thus verifying the validity of the proposed hypothesis. The following are the results of the simple linear regression analysis test:

**Table 1.5** Hypothesis Test Results

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,441	1,535		3,545	0,001
	Social media	0,771	0,067	0,758	11,516	0,000

a. Dependent Variable: Tourist engagement

(Source: Author's Processed Data, 2025)

Based on the table above, the resulting constant (a) is 5.441, and the social media coefficient (b) is 0.771. Therefore, the simple linear regression equation is formulated as follows:

$$Y = a + bx + e$$

$$5.441 + 0.771x$$

The constant of 5.441 indicates that if the Social Media value is 0, then the tourist engagement value is 5.441. Furthermore, the regression coefficient of the Social Media variable (b) of 0.771 indicates that for every 1% increase in the Social Media value, the Tourist Engagement value will increase by 0.771%.

### T-Test

The t-test is used to determine whether an independent variable has a significant effect on a dependent variable. The test is performed by comparing the calculated t-test with the t-table, using a significance level of 5%.

**Table 1.6** T-Test Results

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	5,441	1,535			3,545	0,001
Social media	0,771	0,067	0,758		11,516	0,000

a. Dependent Variable: Tourist engagement

(Source: Author's Processed Data, 2025)

Through the tests that have been carried out, the results of Social Media were obtained with a t-Calculate value of 11.516 and t-Table was carried out with the formula  $df = n - 2$ , namely  $df = 100 - 2 = 98$ . It is known that the t-Table 98 has a value of 0.196 with a significance of 5%. So it can be concluded that the t-Calculate value  $>$  t-Table ( $11.516 > 1.984$ ) then it can be said that  $H_0$  is rejected, which means that social media has an effect on tourist involvement. In addition, conclusions can also be made using significant values. In this test, the significant value obtained is 0.000 where  $< 0.05$  so that  $H_0$  is rejected, which means that Social Media has an effect on tourist involvement.

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

The coefficient of determination is used to determine the extent of influence of the independent variable on the dependent variable. This is done by looking at the percentage (%) influence of the independent variable (X) on the dependent variable (Y). This coefficient indicates how much of the variation in the independent variable used in the model is able to explain the variation in the dependent variable.

**Table 1.7** Results of the Coefficient of Determination (R<sup>2</sup>) Test

Model	Model Summary <sup>b</sup>			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 <sup>a</sup>	0,575	0,571	2,603

a. Predictors: (Constant), Social media

b. Dependent Variable: Tourist engagement

(Source: Author's Processed Data, 2025)

Based on the table above, the R-Square value is 0.575 or 57.5%, indicating that the proportion of the influence of the Social Media variable on Tourist Engagement is 57.5%. This means that the Social Media variable has a proportion of influence on Tourist Engagement to Siti Nurbaya Park of 57.5%, while 42.5% ( $100\% - 57.5\%$ ) is influenced by other variables not discussed in this study.

**Analisis SWOT**

**Analisis SWOT Deskriptif**

**Table 1.8** Descriptive SWOT Analysis

Strengths	Weaknesses
<p>Tourist locations possess unique natural and historical attractions, distinguishing them from other destinations. Social media platforms like Instagram have been actively used as promotional tools, reaching a wider audience. The official website, <a href="http://gunuangpadang.com">gunuangpadang.com</a>, was created to strengthen the destination's branding and increase online visibility. Local community support for specific events, such as the ICCN (Indonesian Cultural Center), has been demonstrated through welcoming dances and personal social media posts. Simple promotions through Instagram and word-of-mouth have significantly increased tourist visits..</p>	<p>There is no specific digital marketing strategy for Siti Nurbaya Park, as promotions are still integrated with Gunung Padang. The limited digital marketing team is a major obstacle, as there is no dedicated staff dedicated to digital promotion. Digital infrastructure remains limited, including the availability of devices/gadgets to support content management. Public engagement in digital promotions remains low and inconsistent. SEO optimization efforts are still limited to branding the name and domain, and do not include more comprehensive technical strategies.</p>
Opportunities	Threats
<p>The potential for increasing destination revenue is substantial, as evidenced by Gunung Padang's annual revenue of up to 900 million Rupiah. Digital promotion offers the potential to expand the reach of tourists, both local and international. Digital promotion can also increase local income, thus impacting the local economy. Collaboration with professional influencers remains a viable option to strengthen destination promotion. Creative video content, particularly Instagram Reels, can continue to be developed as an effective strategy to attract tourists.</p>	<p>Competition from other, more popular tourist destinations on search engines, such as Mount Padang in Cianjur, can reduce their visibility. Reliance on a single social media platform (Instagram) limits promotional reach. If not managed professionally, digital marketing strategies can potentially lag behind other tourism promotion trends. Low levels of consistent community involvement can hinder the success of community-based digital promotions. A lack of competent human resources in digital marketing can be a barrier to the development of promotional technology.</p>

**SWOT Analysis of Digital Marketing Strategy**

1) SO Strategy (Strenght – Opportunity)

Optimize the use of Instagram and the official website to expand the reach of tourism promotions. Develop creative video content and Instagram reels to attract more tourists. Leverage natural and historical attractions as the main material for unique digital promotions. Increase collaboration with professional influencers to strengthen digital

promotions. Expand digital promotions to increase revenue for destinations and local communities.

2) ST Strategy (Strength – Threats)

Strengthening the local branding of 'Gunung Padang' to compete with other destinations in search engines. Utilizing an official website to increase visibility and reduce the dominance of other destinations, such as Gunung Padang in Cianjur. Leveraging community support in local events to address the threat of low community participation. Improving the quality of promotional content to compete with global digital tourism trends. Optimizing natural attractions as a unique selling point to reduce pressure from competing destinations..

3) WO Strategy (Weaknesses – Opportunity)

Establish a dedicated digital marketing team to capitalize on online tourism market opportunities. Conduct training for the community to enable more active participation in digital promotions. Improve digital infrastructure, such as devices and internet access, to support promotions. Develop a technical SEO strategy to strengthen the destination's online visibility. Integrate digital promotions with local government programs to strengthen support.

4) WT Strategy (Weaknesses – Threats)

Reduce reliance on Instagram by diversifying to other platforms like TikTok and YouTube. Recruit or train competent digital marketing personnel to address team limitations. Provide digital support to ensure device limitations do not hinder promotions. Increase community engagement with incentive programs to maintain consistent participation. Develop a long-term strategy to ensure digital promotions can sustainably compete with other destinations..

## Discussion

The research results show that social media significantly influences tourist engagement at Siti Nurbaya Park, Gunung Padang. This finding aligns with the concept of customer engagement proposed by [23], which states that intensive interaction through digital media can encourage cognitive, emotional, and behavioral consumer engagement. In the tourism context, this engagement is reflected in visit intentions, participation in digital activities, and the tendency to recommend the destination to others.

The strong influence of social media in this study also supports the Theory of Planned Behavior [25], which emphasizes that a person's intentions are influenced by attitudes, subjective norms, and perceived control. Exposure to destination content on social media can strengthen tourists' positive attitudes, shape social norms through reviews and recommendations, and increase perceived control by providing practical information about the destination.

A SWOT analysis provides a more in-depth overview of the condition of Siti Nurbaya Park, Gunung Padang. Although this destination has unique historical and cultural appeal, the use of social media is still limited and not professionally managed. This situation aligns with the findings of [24], which emphasize the importance of an integrated digital strategy for

tourism destinations to compete in the digital era. Therefore, a digital marketing development strategy formulated through SWOT is highly relevant for strengthening destination appeal.

Practically, the results of this study confirm that a targeted digital marketing strategy can increase the visibility of historical and cultural destinations. Optimizing social media, developing creative content, and collaborating with influencers and local communities are important steps to expand promotional reach while strengthening the destination's cultural identity. This also supports the view [27] that tourist decisions are influenced by various factors, including travel stimuli and destination characteristics, which are now widely mediated by digital platforms.

### CONCLUSION

The research results show that social media has a very significant influence on tourist engagement in visiting the Siti Nurbaya Park Historical Site in Gunung Padang. Regression analysis revealed that social media contributed 57.5% to tourist engagement, which includes intention to visit, active participation through digital interactions, and recommendations to others. This confirms that social media functions not only as a promotional channel but also as a strategic instrument in building emotional connection and increasing tourist awareness of the historical and cultural value of the destination. Meanwhile, the digital marketing strategy currently implemented by the management of the Siti Nurbaya Park Historical Site in Gunung Padang remains limited, with a primary focus on Instagram and video reel-based content. The official website has also been used as an information resource, but has not been fully integrated with other platforms that could expand audience reach. Influencer involvement and community participation in supporting digital promotions remain informal, thus not yielding optimal impact. This situation indicates significant potential for strengthening digital marketing strategies through diversified promotional media. The research also found that digital infrastructure management faces several challenges. Limited digital marketing teams, a lack of supporting tools, and low active community participation are obstacles that need to be addressed immediately. Nevertheless, opportunities remain wide open for developing digital marketing strategies. The fact that simple promotions can increase tourist visits demonstrates that optimizing digital marketing can significantly impact the sustainability of historical tourism destinations. The results of the SWOT analysis further emphasize the need for a comprehensive strategy for developing the digital marketing of Siti Nurbaya Park, Gunung Padang. Optimizing strengths such as creative content, historical attractions, and local branding needs to be combined with leveraging opportunities for collaboration with influencers, cross-digital platform integration, and community involvement. At the same time, weaknesses such as limited human resources and infrastructure must be addressed, and threats from competition from other destinations must be anticipated. Thus, digital marketing strategies can be directed not only at increasing tourist visits but also at strengthening the destination's identity and encouraging the preservation of local cultural heritage.

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