

# The Influence Of Promotion, Innovation And Tourism Destination Facilities On Visiting Interest In Bilebante Green Tourism Village, Lombok Central District

Rizky Wahyudi<sup>1</sup>, Bambang Supriadi<sup>2</sup>, Yusaq Tomo Ardianto<sup>2</sup>

<sup>1</sup>Master of Management Student, University of Merdeka Malang, Indonesia

<sup>2</sup>Faculty of Economics and Business, University of Merdeka Malang, Indonesia

<sup>2</sup>Faculty of Economics and Business, University of Merdeka Malang, Indonesia

## Abstract:

Village Tour Green Bilebante is village existing tours in Central Lombok district, village tour The Bilebante at first is excavation mine in the period time early 2000s to 2015, through initiative from youth and government village Then formed group aware tourism which started formation concept and what only will \_ become Power pull for village Bilebante then , before transform become Village Tour Green Bilebante previously There is One destination only in the village Bilebante namely the fishing market which then after see bright prospects \_ with the tourism industry , government village Bilebante design his village become village tour with take draft green or Green Tourism with open many tourist spots for visited For all circles age . Aim of this is to know influence from variable promotion , innovation and quality destination to interest visit , with involved 130 respondents from various circles damage for know tendency from visitors for choose location visit more dominant will influenced by factors What just . Hypothesis Test done with use tool measure SMART PLS 3.0 which results is known from results questionnaire respondents who participated in the research this .

**Keywords:** promotion , innovation , quality destination , interest visit

Date of Submission: 01-06-2023

Date of Acceptance: 10-06-2023

## I. Introduction

West Nusa Tenggara is area with development very tourism rapidly in Indonesia, development tourism in West Nusa Tenggara begins with awards obtained in 2015 &2016 at the 2015 *World Halal Tourism Award event* with two award and in 2016 get three award among them *World's Best Halal Beach Resort*, *World's Best Halal Honeymoon Destination* and *World's Best Halal Tourism Website* in Abu Dhabi, United Arab Emirates (UAE). With exists awards won and selected Economy Special Area (KEK) Mandalika in Central Lombok becomes destination priority with 10 destinations others in Indonesia and selected another five crowned destinations as destination its super priority there is an Economic Zone Special (KEK) Mandalika in Lombok together with four destination other like, Lake Toba (Sumatra), Bromo ( East Java ), Labuan Bajo (NTT) and Likupang (Sulawesi).

Development tourism in West Nusa Tenggara (NTB) with an economic zone Special (KEK) Mandalika of course West Nusa Tenggara area is necessary offset the Mandalika Area by providing destinations tour new as complementary from the Economic Special Area (KEK) Mandalika , among others destinations provided by the government area with stage Village Travel , development village tours in West Nusa Tenggara start develop with exists Regional Regulation (PERDA) West Nusa Tenggara Province Number 10 Year 2021 about Village Applicable tours start of October 13, 2021, as reference For development village tour .

The government regulation the make development village tourism in West Nusa Tenggara is increasing fast , p This be marked with amount village increased tourism, in 2022 recorded there are 153 villages scattered tours in the West Nusa Tenggara region , from 153 villages tour the recorded as many as 100 villages tourism participating in the event grace Village Indonesian Tourism (AWDI) 2022, 13 of them top 300 on some nominations in the event.

Village tourism in West Nusa Tenggara continues increase every year , with various type background behind , the uniqueness , excellence , innovation and excellence that is presented become superiority alone for each village travel , uniqueness the naturally become Power pull for visitors with all type consideration and search information too late formerly through various platforms available now , that makes it easy traveler For choose Alone destination what will visited .

Susanto and Astutik (2020) did study for know influence promotion to interest visit . P is basically something product, fine That form goods and services and related with destination tourism should too done

promotion as introduction for something destination to candidate visitor , in promotion access and content from information required by the candidate visitors must clear and get understandable. This will impact on uptake decision . In research conducted by Susanto and Astutik (2020) promotion can influential in a manner significant to interest visit traveler Then matter this is also strengthened with research conducted by Iswidyamrasha and Dewantara (2020 ) with significant influence on influence \_ from promotion to interest visit .

Mariah and Dara (2020) did study For see influence from Innovation to interest visitors , in the world of tourism demands for manager destination tour For always administer something interesting and something new for tourists , matter the Of course push for perpetrator tour For do innovation for destinations more interesting and have mark more If compared to with destination other . In the research conducted by Mariah and Dara (2020) stated Innovation No influential positive to interest visit, then Widipurnomo and Santosa (2022) in his research get results positive from influence innovation with interest visit tourists .

Purba and Marmata (2018); Soplatu et al. (2021) in his research state quality destination can influential positive to interest visiting, in the tourism industry quality destination important For noticed Because will concerns satisfaction tourists, besides That quality destination can give influence to taking decisions and interests from visitors, This same match with research conducted by Lese et al (2020), in research conducted show influence positive quality destination to interest visitor .

H1: Promotion influence positive to Interest Visit

In industry tourism , implementation promotion become matter important and necessary done as good maybe , Susanto and Astutik (2020) suggest promotion can influential in a manner significant to interest visit traveler Then matter this is also strengthened with research conducted by Iswidyamrasha and Dewantara (2020 ) with significant influence on influence from promotion to interest visit .

H2: Innovation influence positive to Interest Visit

Growth rapidly in the tourism industry is also necessary offset with continuous innovation to grow interest visit for tourists, in research conducted by Mariah and Dara (2020); Qosidah et al. (2022) stated Innovation No influential positive to interest visit, p This similar with research conducted by Widipurnomo and Santosa (2022) which states that innovation influential positive to interest visit tourists .

H3: Quality Destinations influence positive to Interest Visit

Existence something destination need noticed from facet quality , besides amount quantity always become attention, quality destination is also necessary improved For interesting interest visit for tourist, in research conducted by Purba and Marmata (2018) then Lese et al ( 2020) also conducted study similar with results positive obtained on the effect quality destination to interest visit tourists .

## **II. Theory Study**

According to Bukhari Alma (2021), defines understanding promotion as something form delivering communication explanation For convincing candidate consumer will goods and services . In another meaning , Ryusdi Abu Bakar (2018) and Aurilia et al. (2009) provides draft promotion sale as effort company For give information and products to consumer often Possible through various media for create familiarity with traders and consumers with hope will interested For buy proposed product .

In promotion tourist draft promotions carried out must interesting Good That in a manner content nor content offered in content promotion, in implementation promotion communication made must fast understood and accepted by the candidate consumer, This can influence interest from consumer with method of promotion used. Promotion tourist can done in various type shape and type depending How manager does promotion, promotion with take advantage of social media for example , or promotion with depend on individual other usual called with "*Word Of Mouth*" as well can become effective method in do promotion.

Marketing tourist is something system and coordination should be held as something policy for business group tourism, fine private nor the country, at the level local, regional, national nor international.For reach satisfaction traveler while make reasonable profit .

Promotion tourist as meant here is something plan or campaign programs organized and sustainable directed tourism to public origin That itself , its aims and objectives is For awaken opinion society for them know benefit tourism . they so that industry tourist get support from stakeholders policy .

Innovation is ideas and practices expected new produce repair to adopted thing according Ardianto et al (2017), besides That in merdeka.com innovation is Innovation is all matter just leaving from knowledge knowledge, as well can give benefit in life human. Knowledge very needed in development innovation.

Industry tourism on the go need do innovation For hold on , because visitors No only visit For enjoy destination course, there is anything else you want enjoyed by visitors who can form matter rare new or No Once met at another destination that became Power pull more on one destination tourism.

Innovation is also necessary notice characteristics of the destination such, some characteristics in innovation in between according to Ardianto et al (2017) are:

1. Profit relative, ( relative advantages ), is the extent to which innovation is present potentially more superior from innovation before. profit rate relatively Can predicted in a manner economical, however success social, comfort and relief as well is factor important.
2. Compatibility, that is the extent of innovation considered in accordance with terms of service, experience and needs adopter ( recipient innovation ).
3. Complexity ( complexity ), is so far something innovation considered relatively confusing and and difficult used . Difficulty in understand and use it will become inhibitor speed adoption innovation.
4. Possibility For tried ( triability ), is the extent of innovation tested in a manner limited . Innovation new to get tried will reduce uncertainties that exist and will be impact acceleration adoption innovation the.
5. Easy observed ( observability ), the extent to which a innovation can observed by others. Adopters potential other No need Again past probation, they can continue phase adoption .

Quality destination tourist consists from three main component that is quality infrastructure, quality source Power humans, as well quality environment and nature. Quality infrastructure (infrastructure quality) consists on infrastructure transportation land and air, as well technology communication information. Indicator quality source Power human (human resource quality) is system education, availability For service research and training special local, level training staff, availability power quality work, convenience recruit power Work foreign, and attitude population to visitors foreign. Component final from quality destination tourist is quality nature and the environment (natural and environmental quality) consisting of from number of natural sites world heritage, quality environment nature, total known species, number of cultural sites world heritage, access to more sanitary, access for more drinking water well, strictly regulation environment, sustainability industry travel and tourism , endangered species, ratification agreement environment, and emissions carbon dioxide (Assaf and Tsionas, 2015).

### **III. Method Study**

Study This use four the variables it consists of from promotion, innovation, facilities destinations and interests visit tourists residing in the village tour green Bilebante in Central Lombok district. With a total of 130 respondents who participated in the study this which is visitors destination tour green Bilebante Central Lombok district , using method quantitative with SMART-PLS application for determine results from counting linkages between variable . With three track analysis used inner model analysis, analysis outer models and hypotheses For find answer from linkages independent and dependent variables in this research. This study used SPSS for detailing data in validity and reliability (Respati and Amin, 2014).

### **IV. Research Results**

#### **Characteristics Respondent**

Questionnaire on study This as many as 130 people consisting from man amounted to 63 people (47.4%) and types sex Woman amounted to 67 people (67.6%) which Woman more dominate amount questionnaire. Respondent the most from facet age 18-26 years totaling 41 people, aged 27-33 years totaling 39 people, aged 34-40 years totaling 28 people, and age > 41 years totaling 22 people. Viewed from table on ages 18-26 years more dominant than with another age . education final last high school equivalent totaling 47 people, visitors with education the last D3 numbered 13 people, visitors with education the last S1 numbered 54 and visitors with S2 equivalent education totaling 16 people. Viewed from table on education final visitors Village Tour Green Bolebante has an average bachelor's degree in education .

#### **Test Results and Descriptions Statistics**

Researcher do test For know validity from analysis outer models, inner models and hypotheses . With amount instrument research on variables promotion there is six question then on variables there is also innovation six question then on variables facility destination there is six question too and the last one on variables interest visit there is six question too.

Reliability test measure reliability and stability indicator in measure variable measurement . In study This use criteria *alpha cronbach* and *composite reliability* . with mark criterion 0.7 for *Cronbach's alpha* and 0.6 for *composite reliability* (Jogiyanto & Abdillah , 2016). According to Ghazali (2015) a indicator can said reliable If composite *reliability* indicator more big from *Cronbach's alpha* .

#### **a. Analysis Outer Model**

**Table 1. Reliability Composite**

Variable	Reliability Composite	Rule Of Thumb	Information
Promotion (X1)	0.968	0.6	Reliable
Innovation (X2)	0.929	0.6	Reliable
Facility Destinations (X3)	0.934	0.6	Reliable
Interest Visit (Y1)	0.944	0.6	Reliable

From the results calculation in table 1, can seen the results shown in the results counting statistics state that results testing *composite reliability* show value > 0.6 which means all variable declared reliable .

**Table 2. Cronbach's Alpha**

Variable	Cronbach's Alpha	Rule Of Thumb	Information
Promotion (X1)	0.962	0.7	Reliable
Innovation (X2)	0.909	0.7	Reliable
Facility Destinations (X3)	0.916	0.7	Reliable
Interest Visit (Y1)	0.927	0.7	Reliable

From the results calculation in table 2, can seen the results shown in the results counting statistics state that results testing *cronbach alpha* show value > 0.7 which means all variable can declared reliable .

**Table 3. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)	Rule Of Thumb	Information
Promotion (X1)	0.788	0.5	Reliable
Innovation (X2)	0.686	0.5	Reliable
Facility Destinations (X3)	0.703	0.5	Reliable
Interest Visit (Y1)	0.738	0.5	Reliable

From the results calculation in table 3, can seen the results shown in the results counting statistics state that results testing *average variances extracted* show value > 0.5 which means all variable can declared reliable .

b. Analysis Inner Model

**Table 4. R Square**

Variable	R Square	Adjusted R Square
Y1	0.944	0.943

From the table on the R Square value is obtained at 0.944 which means influence from promotion , innovation and quality destination affect 94.4% and the rest influenced by other indicators that are not mentioned in research this . So that can said that *R Square* on variable *Brand Image* is ok .

c. Hypothesis

**Table 5. Indirect Effects**

Variable	T Statistics (  O/STDEV  )	P Values	Results
X1-Y1	4,814	0.000	Accepted
X2-Y1	1,762	0.079	Rejected
X3-Y1	7,625	0.000	Accepted

From the table on is known mark with a P-Value of 0.00 > 0.05 or with a t-statistic of 4 , 814 < 1.96 then Ho1 is rejected and Ha1 is accepted , which means that the Promotion affects Minar Visitors , then mark P-Value of 0.079 > 0.05 or with a t - statistic of 1.762 < 1.96 then Ho1 is rejected and Ha1 is rejected which means that Innovation has no effect on Visitor Interest and with a P-Value of 0.00 > 0. 05 or with a t-statistic of 7 , 625 < 1.96 then Ho1 is rejected and Ha1 is accepted which means that the facility destinations affect the Visitor Minar.

## **V. Research Results**

Promotion in the world of tourism can be measured with four indicator including advertising and promotions personal, sales promotion and relationships society. This show the promotion process destination tour green Bilebante can run with fine, accordingly with standards set by the manager destination tour green Bilebante Central Lombok. The promotion process is carried out started with do planning and research field For determine promotion targets destination such, fine That seen from facet age, education, economy and others so that promotions are carried out can effective and appropriate target already arranged in a manner same with other managers .

Innovation need done for remind quality destination tourist be measured with three indicator among them replacements, changes and additions. this can make destination tour will more interesting for tourist, in do visit tourist No only do visit for enjoy nature and relax, a lot anything else you can enjoyed in travel besides nature and culture, the make Lots popping up village tour with uniqueness and superiority each one of them highlight advantage, among advantages that can seen from development village tourism in Indonesia especially in Lombok village tour the more lively do innovation For renew destination Good That replace existing destination, change nor add rides at the destination tour especially in the village tour Because No always highlight beauty nature and culture, among others innovations made village tour There is a number of thing to do For innovation destination among them develop tour education and others .

Facility destination be prepared for comfort traveler in do visits, in between indicator gauge ease destination tour namely, consideration, planning and equipment. Equipment and comfort facility become mark plus for traveler For do visit, p This can become consideration For choose destination Because completeness facility can influence interest traveler Because can make traveler feel comfortable during visit, with exists development and additions facility of course will make visitors feel comfortable Because get conveniences with exists facility the between facility support in destination tour For add comfort for visitors including, toilet, access information, access road, plank information and shop convenient accessories traveler in travel with completeness facility.

Interest visitors for come destination tour can be measured with three indicator items including stability choose, habit choose and recommend from others can influential to interest visitor. Grow interest visitors in the tourism industry naturally need a number of matter among them promotion done, quality promotions can improve amount visitors depends How manager do promotion, precision target, density information and more can become factor interest visitors when see information from promotions carried out, in addition That innovation must be sustainable too done For add Power pull destination, with add a number of facilities and updating existing facilities can also become Power pull traveler with the convenience you can obtained when visit can become consideration for tourist For do visit .

In 2020 to be tough year for the tourism industry Where when covid-19 started spread around the world, the tourism industry Can said totally die with level very drastic decline in visits If compared to with year before that every year the more increased , recorded in 2018 tourists abroad as big 15.810.305. which then in 2019 is increasingly increase amount his visit to 16.106.954 which later in 2020 fell very drastic to be only 4.8 million traveler foreigners visiting Indonesia, of course matter This very impact to sector relying tourism visit traveler For survive, restrictions imposed For reduce the spread of the covid-19 virus is very impact to the tourism industry, either That scale national to regional in other areas .

Destinations tour of course demanded for do trombosan new For endure diera difficult these, among others with do improvements to facilities destination, do strengthening destination branding until working more in related with method promotion to be done, p touched done For prevent destination tour closed For forever Because No There is income The same once , several destination forced closed Because No capable survive and compete, some destination with creativity and innovation can endure in the era of covid-19 range 2020-2022 early later the more develop after covid-19 was declared become endemic, destinations that are still endure Of course will more independent and capable compete with other destinations because Once fall wake up For get up.

The ending pandemic declared in early 2023 should be become rock leap and motivation for manager tour Because all already normal without exists restrictions and rules strict visit like at the beginning pandemic, the development carried out during pandemic can enjoyed now, fix source Power nature, preparation source Power people and facilities support as well as quality more destinations well prepared during the pandemic start seen the benefits now, development must Keep going done For avoid he closed destination tour Because lost compete with more destinations creative and more Good from facet management.

Susanto and Astutik (2020) in his research explain about things that can influence decision visitors with indicator influential promotion and interest to interest visitors, Susanto and Astutik write promotions carried out with good to begin with with planning can become consideration visitors especially promotions carried out Good That in a manner immediately nor No directly and with existing media can walk with effective can influential to interest from visitors, p this is also the same with research conducted by Iswidyamrasha and Dewantara (2020) in their research also stated influence positive from promotion to interest visitors due to the promotion process done

with fine and arrived to the intended target , the results the The same with what is obtained in study this, with rely on, advertising Then marketing with sales followed with marketing in a manner direct and last with connection public proven can give influencer positive to interest from visitors.

Mariah and Dara (2020); Qosidah et al. (2022) did study with innovation as the indicator look for connection with interest research visitors This innovation No influential positive with interest visitors, some factor can become reason results that, p the can form age, interest, education level and other characteristics of different visitors make innovation No influential positive to interest visitors, in another study conducted by Widipurnomo and Santosa (2022) in his research get results positive from influence innovation with interest visit tourists, some possible factor become differentiator from study these, factors that can form difference interest visitor, difference object destinations and more. The results of research conducted by Mariah and Dara (2020) are the same with results research on articles this, which shows results from influence innovation to interest visitors No positive . And also of course a number of things can too become factor difference from results research obtained in research conducted by Widipurnomo and Santosa (2022 ).

Purba and Marmata (2018) in his research state quality destination can influential positive to interest visiting, in the tourism industry quality destination important For noticed Because will concerns satisfaction tourists, besides That quality destination can give influence to taking decisions and interests from visitors, quality destination tour can seen with replacements, changes and additions made destination tours, additions and changes as well as replacement made Of course can become Power pull alone for visitors For come enjoy it , inside other research conducted by Lese et al (2020), in research conducted show influence positive quality destination to interest visitor. Researches This same match with what to get researcher with results positive on influence quality destination to interest visitors, of course a number of existing factors in study This become influence positive for interest visitor.

## **VI. Conclusion**

Study This done with studies field , the process of collecting questionnaire data done in a manner right on site to 130 people who participated in research located in the village Tour Green Bilebante Central Lombok district . Study This aim For see How influence Promotion, innovation and quality destination Tour to Interest Visit For analyze connection between variable, research This using Partial Least Square (PLS) with SmartPLS software version 3.0 M3.

Study This get concluded influence from variable promotion influential positive to interest visit, see from various thing that can influence interest visit, with a number of consideration from visitors, quality from promotion the seen from content, uniqueness and accuracy target so that promotion the effective and earn results positive.

Second innovation No influential positive to interest visiting, some factor can become reason innovation No impact among them factor age respondents, interest, quality the economy also ages and some other things, it could also be innovations made by managers destination not enough maximum for interest visitor.

Last facility destination influential positive to interest visit, the facilities provided make it easy visitors in a number of matter for example, convenience worship, other facilities are also in the form facility room small and adequate infrastructure make interest visit travelers the more positive

## **VII. Limitations and Future Research**

On research This only focus to destination tour green bilebante course, no thorough discuss destination else, because a number of limitations, principal discussion on research This based on the development process destination tour For interesting interest visit traveler with the process of promotion, development form innovation and enhancement facility destination. A number of destination with superiority each and how different management should also be adopted by the manager another destination for support continuity destination. A number of matter need noticed For reach destination tour sustainable with development source Power deep and human quality for the future. Entrepreneur effort must be concluded for future research (Respati, 2009).

## **References**

- [1]. Abubakar, Rusydi "Manajemen Pemasaran" 2018 Penerbit Alfabeta Bandung
- [2]. Alma, Buchari "Manajemen Pemasaran dan Pemasaran Jasa" 2021 Penerbit Alfabeta Bandung
- [3]. Assaf, A. G., Tsionas, E. G. 2015. "Incorporating Destination Quality Into The Measurement of Tourism Performance A Bayesian Approach" *Tourism Management*, Vol. 49, 58–71
- [4]. Aurelia,Pipiet Niken.,Firdiansjah,Achmad.,Respati, Harianto. 2009. The Application of Service Quality and Brand Image to Maintain Customer Loyalty by Utilizing Satisfaction Strategy in Insurance Companies. *International Journal of Advances in Scientific Research and Engineering*. Vol.5 No. 4. pp.223-229.
- [5]. Elvinaro Ardianto, dkk, 2017 "Komunikasi Massa Suatu Pengantar" (Bandung: Simbiosis Rekatama Media, 2017), Op.cit. 65.
- [6]. Ghozali, Imam "Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23" 2016 Semarang : Badan Penerbit Universitas Diponegoro.
- [7]. Iswidyamarsha, Cicilia dan Yudhiet Fajar Dewantara 2020 "Pengaruh Fasilitas Wisata Dan Promosi Terhadap Minat Berkunjung Di Dunia Air Tawar Dan Dunia Serangga TMII" Universitas Bunda Mulia Jakarta, Indonesia

- [8]. Lese, Fentizar Welhelmina dkk 2020 “Pengaruh Kalitas Objek Wisata Terhadap Minat Berkunjung Wisatawan (Studi Pada Wisatawan Di Pantai Warna-Warni Oesapa, Kupang)” Vol 1 No 1 - Sept (2020): Glory : Jurnal Ekonomi & Ilmu Sosial
- [9]. Mariah, Siti Ruahna Dara “Pengaruh Inovasi Produk, Social Media Marketing dan Citra Merek Terhadap Minat Berkunjung Wisatawan dan Dampaknya Terhadap Implusive Buying pada Sektor UMKM Kerajinan Tanah Liat di Desa Wisata Geranah Kasongan Jogjakarta” Jurnal Lentera Bisnis Volume 9 No 2, November 2020
- [10]. Purba, Mery Lani dan Glory Simarmata 2018 “The Influence of Service Quality and Culture onAttraction and Interest in Revisiting Percut Tourism” Jurnal Konsep Bisnis dan Manajemen.
- [11]. Qosidah, N., Chandrarin, G., & Respati, H. (2022). The accounting information system to enhance innovative performance on corporate performance influence of carved furniture in Jepara Regency. *International Journal of Health Sciences*, 6(S4), 320–338. <https://doi.org/10.53730/ijhs.v6nS4.5518>
- [12]. Respati H. and R Amin. 2014. Research on Continues Mediation: Employee Behaviour and TQM Practice as ISO 9000 Strategy to Improve Performance of Manufacturing Company in East Java, Indonesia. *European Journal of Business and management* . Vol.6, No.29, pp. 125-136
- [13]. Respati, Harianto. (2009). Sejarah Konsepsi Pemikiran Kewirausahaan. *Jurnal Ekonomi Modernisasi*, 5(3), 211-223
- [14]. Sopalatu, Hapsa and Hidayattulah, Syarif., Respati, Harianto. 2021. Tourism Website User Study: Measuring the Impact of System Quality and Information Quality Considering User Satisfaction to Obtain the Net Benefit. *East African Scholars Journal of Economics, Business and Management*, Vol.4, No.1,pp.24-29.
- [15]. Sukaesih, Miswan Uuh 2019 “Analisis Destinasi Pariwisata Pulau Kelapa Dan Pulau Harapan Di Kepulauan Seribu Jakarta” Jurnal Industri Pariwisata, Vol 2, No. 1, 2019
- [16]. Susanto, Budi dan Puji Astuti 2020, “Pengaruh Promosi Media Sosial Dan Daya Tarik Wisata Terhadap Minat Berkunjung Kembali Di Obyek Wisata Edukasi Manyung” Fakultas Ekonomi Universitas Kadiri
- [17]. Tjiptono, Fandy ”Service Quality & Satisfaction” edisi 4 2016 Jogjakarta ANDI OFFSET Buku Original
- [18]. Widipurnomo, Giffen Aldian dan Suryono Budi Santosa, 2022 “Analisis Pengaruh Kualitas Layanan, Citra Wisata, Inovasi Terhadap Minat Kunjung Ulang Dengan Daya Tarik Wisata Sebagai Variabel Intervening (Studi Pada Objek Wisata Graand Puri Mmaerkoco)” Departemen Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro1,2 2022
- [19]. <https://info5dsp.kemendparekraf.go.id/>
- [20]. <https://radarlombok.co.id/pariwisata-ntb-sabet-tiga-penghargaan-internasional.html>
- [21]. <https://peraturan.bpk.go.id/Home/Details/195959/perda-prov-nusa-tenggara-barat-no-10-tahun-20>