INDONESIAN JOURNAL OF MULTIDISCIPLINARY SCIENCE

P-ISSN: 2808-5957
E-ISSN: 2808-6724
ijoms.internationaljournallabs.com

# RESTAY DECISION INFLUENCED BY SOCIAL MEDIA AND E-WOM INTERVENED BY SATISFACTION AT MARINSOW HOMESTAY

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**ARTICLE INFO**

**Published:** July 29th, 2023

**Keywords:** *social media, e-WOM, repeat stay decisions, tourist satisfaction, homestay*

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**ABSTRACT**

*Tourism has become a leading sector in driving economic growth. Repeat stays are critical for the continuity and economic growth of homestay businesses in the Likupang Super Priority Tourism Destination area. This study aims to examine the influence of social media and electronic word of mouth (e-WOM) on repeat stay decisions, mediated by tourist satisfaction. The study involved 120 respondents who had stayed at Marinsow Homestay Likupang, North Minahasa, at least twice. Data were collected through questionnaires and analyzed using path analysis. The results showed that social media and e-WOM have a positive and significant effect on tourist satisfaction, tourist satisfaction has a positive and significant effect on repeat stay decisions, social media has a significant effect on repeat stay decisions, and e-WOM has a positive and significant effect on repeat stay decisions for tourists staying in homestays.*

## INTRODUCTION

Likupang, which is located in North Sulawesi Province, is one of the 5 super priority tourist destinations in Indonesia (Lagarense et al., 2022; Menayang & Marta, 2020). The other 4 regions are Toba-North Sumatra, Borobudur-Central Java, Mandalika-NTB, Labuan Bajo-NTT. In practice, this tourist destination in Likupang disbursed a sizable government budget to build various infrastructure facilities. Not only that, the government is also developing the capacity of human resources through empowering village communities around Likupang. This empowerment was realized through the construction of homestays in 3 villages, namely Marinsow Village, Pulisan Village and Kinunang Village with a total of 270 homestay units. The construction will be carried out in stages and will be completed in 2021. Some of the homestays have started operating by accepting tourists to stay overnight. The homestay offered has a comfortable atmosphere and relatively affordable prices for tourists. Tourists also get the opportunity to feel the life of local people.

The results of pre-research, observations and observations as well as several short interviews conducted by the author found that the level of homestay visits shows that the data shows that the number of visitors staying has decreased over the past 2 years, marketing promotions carried out by homestay owners are still rare and not professional, even promotional materials make it simple, not in the form of a digital flyer or some kind of teaser video that inspires people to be interested, the author's search on the social media accounts Facebook and Instagram from the research object, namely the Marinsow Homestay social media account, has not been properly optimized, there is no creative or promotional content that it was even seen that there was almost no interaction with customers and there were no positive comments from customers as recommendations to potential visitors so that it can be said that the management of social media both Facebook and Instagram

from Marinsow Homestay is not managed properly and professionally. This is what is likely to be one of the causes due to the lack of information obtained by visitors or potential visitors in accessing information about Marinsow Homestay so that the impact is a decrease in visitors.

Purchase or revisit decisions can also be influenced by promotions. Promotion is one of the determining factors for the success of a marketing program (Cui et al., 2022). With promotions, consumers can be interested in knowing or buying the products offered (Kalangi et al., 2022; Kurnia et al., 2019). Based on Marinsow Homestay's social media account, it was found that no promotion was carried out, even though promotion is an important activity in the current digital era that must be carried out by companies to attract customer attention. Promotion is an activity that communicates product superiority and persuades customers to buy a product (Armstrong et al., 2014). This is in line with research conducted by Sari and Suyuthie (2020), which states that promotion has a significant effect on tourist visiting decisions. Research conducted by Sulyana et al. (2019) argued differently, this study stated that promotion had no effect on tourists' decisions to return. The decision to visit is not only influenced by promotions, but can be influenced by other things such as tourist facilities.

Facilities or accommodation owned by a tourist destination in the form of lodging, recreational areas, restaurants and travel agents are one of the tourist attractions to decide to come to visit (Camilleri, 2018; Olszewski-Strzyżowski, 2022). This statement is supported by Reddit et al. (2022) which states that accommodation or lodging is the largest and most dominating sub-sector in economic tourism, tourists need a place to rest and refresh themselves while traveling or staying at tourist sites. The quality and range of available accommodation will affect the reach of visitors to come to tourist sites (Li et al., 2020; Stylidis, 2022). Accommodation plays an important role in contributing to the overall economy at both local and national levels (Duxbury et al., 2021; Ranasinghe et al., 2020).

The researchers would like to analyze restay decision influenced by social media and e-WOM intervened by satisfaction at Marinsow Homestay. This study is expected to broaden readers' knowledge on tourism variables, especially in Indonesia. The research hypotheses are as follows:

1) $H_1$: It is suspected that social media influences the decision to stay again at Marinsow Homestay, Marinsow Village, Likupang District;
2) $H_2$: It is suspected that e-WOM has an effect on the decision to stay again at Marinsow Homestay, Marinsow Village, Likupang District;
3) $H_3$: It is suspected that social media has an effect on Tourist Satisfaction at Marinsow Homestay Marinsow Village, Likupang District;
4) $H_4$: It is suspected that e-WOM has an effect on Tourist Satisfaction at Marinsow Homestay Marinsow Village, Likupang District;
5) $H_5$: It is suspected that tourist satisfaction influences the decision to stay again at Marinsow Homestay, Marinsow Village, Likupang District;

6) $H_6$: It is suspected that social media influences the decision to stay again with satisfaction as an intervening variable at Marinsow Homestay, Marinsow Village, Likupang District; and
7) $H_7$: It is suspected that social media influences the decision to stay again with satisfaction as an intervening variable at Marinsow Homestay, Marinsow Village, Likupang District.

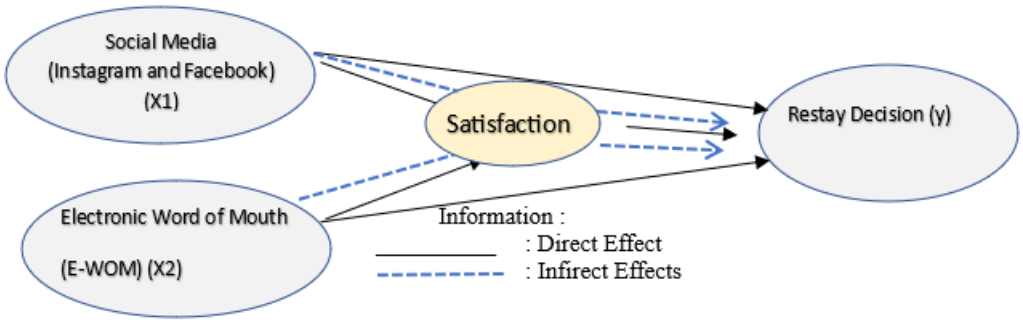


**Figure 1.** Research Conceptual Framework

## METHODS

This study uses a quantitative approach, because the data obtained is in the form of numbers and the processing uses statistical methods that are used and then interpreted. This type of research was chosen because the researcher intends to reveal how much influence the independent variables (Social Media and e-WOM) have on the dependent variable (Decision to Stay) and Tourist Satisfaction as intervening variables. The place of this research was conducted at the Marinsow Homestay, Marinsow Village, Likupang sub-district, North Sulawesi. As well as the time for this research to be carried out from February to May 2023 starting from preparing proposals to seminars on research results.

Meanwhile, the sampling technique uses a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2019). The criteria for the research sample were visitors to Marinsow Homestay aged over 17 years, visitors to Marinsow Homestay who had stayed at Marinsow Homestay for the last 2 years in 2021-2022, and visitors to Marinsow Homestay who visited more than once. Then the data analysis in this study used the IBM SPSS application.

## RESULTS AND DISCUSSION

### Validity Test

The validity test is carried out to measure whether or not a questionnaire is valid or valid. The basis for decision making is if the value of r count > r table then the question variable is considered valid, if the value of r count < r table then the question variable is considered invalid.

**Table 1.** X1 Validity Test

| Variable | Question Items | r count | r table | Information |
|---|---|---|---|---|
| Social media | Item 1 | 0.874 | 0.361 | Valid |
| | Item 2 | 0.803 | 0.361 | Valid |
| | Item 3 | 0.833 | 0.361 | Valid |
| | Item 4 | 0.916 | 0.361 | Valid |
| | Item 5 | 0.866 | 0.361 | Valid |
| | Item 6 | 0.766 | 0.361 | Valid |

**Table 2.** X2 Validity Test

| Variable | Question Items | r count | r table | Information |
|---|---|---|---|---|
| e-WOM | Item 1 | 0.819 | 0.361 | Valid |
| | Item 2 | 0.819 | 0.361 | Valid |
| | Item 3 | 0.850 | 0.361 | Valid |
| | Item 4 | 0.831 | 0.361 | Valid |
| | Item 5 | 0.841 | 0.361 | Valid |
| | Item 6 | 0.844 | 0.361 | Valid |
| | Item 7 | 0.819 | 0.361 | Valid |
| | Item 8 | 0.757 | 0.361 | Valid |

**Table 3.** Y Validity Test

| Variable | Question Items | r count | r table | Information |
|---|---|---|---|---|
| Decision to Stay Again | Item 1 | 0.763 | 0.361 | Valid |
| | Item 2 | 0.685 | 0.361 | Valid |
| | Item 3 | 0691 | 0.361 | Valid |
| | Item 4 | 0.664 | 0.361 | Valid |
| | Item 5 | 0.659 | 0.361 | Valid |
| | Item 6 | 0.777 | 0.361 | Valid |

**Table 4.** Z Validity Test

| Variable | Question Items | r count | r table | Information |
|---|---|---|---|---|
| Satisfaction | Item 1 | 0.663 | 0.361 | Valid |
| | Item 2 | 0.456 | 0.361 | Valid |
| | Item 3 | 0.419 | 0.361 | Valid |
| | Item 4 | 0.860 | 0.361 | Valid |
| | Item 5 | 0869 | 0.361 | Valid |
| | Item 6 | 0.727 | 0.361 | Valid |

Based on the results of the validity test, the question items for all variables are declared valid.

**Reliability Test**

Reliability Test is needed to test the extent to which measuring instruments can be trusted or relied upon. The reliability test uses a comparison of Cronbach's Alpha, which is said to be ideal when it is above 0.6.

**Table 5.** Reliability Test

| Variables | Cronbach Alpha | Information |
|---|---|---|
| Social Media Marketing Strategy (X1) | 0.919 | Reliable |
| Electronic Word Of Mount (X2) | 0.932 | Reliable |
| Tourist Decision (Y) | 0.786 | Reliable |
| Visitor Satisfaction (Z) | 0.773 | Reliable |

Based on the data in table 5 states that at all variables show a value of > 0.6 0 which means that all variables are declared reliable.

**Normality Test**

Normality test is one of the requirements that must be met in a linear regression analysis which shows that the data and the regression model are normally distributed. The method commonly used in the normality test is the Kolmogrov-Sminrnof test, from probability-based decision making. If the probability > 0.05 then the research data is normally distributed.

The results of the Normality test in this study can be seen in the table below.

**Table 6.** Normality Tests

**One-Sample Kolmogorov-Smirnov Test**

| | | | | Unstandardized Residual |
|---|---|---|---|---|
| N | | | | 120 |
| Normal Parameters[a,b] | Mean | | | .0000000 |
| | Std. Deviation | | | 1.79188937 |
| Most Extreme Differences | Absolute | | | .141 |
| | Positive | | | .119 |
| | Negative | | | -.141 |
| Test Statistic | | | | .141 |
| Asymp. Sig. (2-tailed)[c] | | | | .007 |
| Monte Carlo Sig. (2-tailed)[d] | Sig. | | .019 | |
| | 99% Confidence Interval | Lower Bound | .011 | |
| | | Upperbound | 014 | |
| a. Test distribution is Normal. | | | | |
| b. Calculated from data. | | | | |
| c. Lilliefors Significance Correction. | | | | |
| d. Lilliefors' method based on 10000 Monte Carlo samples with 2000000 starting seeds. | | | | |

It can be seen from the table in the asymp line. Sig in Monte Carlo for two sides obtained a significance value of 0.07. Where the significance value is more than 0.05 which means that the data is from each variable normally distributed.

**Multicollinearity Test**

The multicollinearity test is used when there are at least two independent variables, for the test criteria, that is, if the tolerance value is > 0.100 and VIF < 10.00, it means that there are no symptoms of multicollinearity.

The results of the multicollinearity test can be seen in the following table.

**Table 7.** Multicollinearity Test

**Coefficients [a]**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | ***Tolerance*** | ***VIF*** |
| 1 | Social media | .199 | 5028 |
| | e-WOM | .165 | 6,073 |
| | Satisfaction | .350 | 2,858 |

a. Dependent Variable: Constitutional Court Decision

Based on the table above for social media variables, e- WOM has a value greater than 0.100, and for a VIF value less than 10, as well as the intervening variable, the multicollinearity test has been fulfilled.

**Heteroscedasticity Test**

Heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model. This test is one of the classic assumption tests to do in linear regression. If the heteroscedasticity assumption is not met, then the regression model is declared invalid as a forecasting tool. The heteroscedasticity test in this study used the Glejser method with the testing criteria if the significance value was greater than 0.05, it means that there were no symptoms of heteroscedasticity, the test results can be seen in the table below.

**Table 8.** Heteroscedasticity Test

**Collinearity Diagnostics [a]**

| Model | Dimensions | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | ***(Constant)*** | ***Social Media*** | ***e-WOM*** | ***Satisfaction*** |
| 1 | 1 | 3.946 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .036 | 10.513 | .85 | .06 | .03 | .00 |
| | 3 | .012 | 17.847 | .14 | .22 | .02 | .88 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 4 | .006 | 26.762 | .00 | .72 | .96 | .11 |
| a. Dependent Variable: ABS_RES | | | | | | |

Based on the table it can be seen that the Social Media Variable has a value of 0.72, e-WOM has a value of 0.96, and the Satisfaction variable has a value of 0.88, by looking at the data above as a whole it has a value of> 0.05, the heteroscedasticity test has been fulfilled.

**Direct Influence Test**

Direct effect analysis is needed to test the effect on H1 to H7. The test required in order to be able to answer these hypotheses is the t test. The t test is one of the research hypothesis tests in simple linear regression analysis and multiple linear analysis. The t test aims to determine whether the independent variables affect the intervening variables and the independent variables partially or individually.

The basis for decision making Partial t test is as follows, if the significance value (sig) is less than 0.05 then the variables tested have an influence or in other words the hypothesis is accepted, otherwise if the significance value (sig) is more than 0.05 then the variable – the tested variable has no effect or in other words the hypothesis is rejected. The second basis for decision making in the Partial t Test is to use a comparison of the t count value with t table with the following details, if the t count > t table then the variables tested have an influence or in other words the hypothesis is accepted, otherwise if the t count value < t table, the variables tested have no effect or in other words the hypothesis is rejected. The calculated t value in this study using α is 0.05 and the df value is known to be 120, then a t count of 1.980 will be obtained. The results of this test can be seen in the following table.

**Table 9.** Partial T Test Results

| No | Variable Sig Value | t value count | Information |
|---|---|---|---|
| 1 | < 0.001 | 17,475 | Significant |
| 2 | < 0.001 | 14,713 | Significant |
| 3 | < 0.001 | 12,472 | Significant |
| 4 | < 0.001 | 14,574 | Significant |
| 5 | < 0.001 | 21.173 | Significant |
| 6 | < 0.001 | 11,190 | Significant |
| 7 | < 0.001 | 10,290 | Significant |

Based on the Partial t Test above, it can be seen that the hypotheses H1, H2, H3, H4, H5, H6, and H7 have a significant positive effect because they have a significant value <0.05 and t count > t table with a t table value of 1.980. Thus for the hypotheses H1, H2, H3, H4, H5, H6, and H7 it can be said that the hypothesis is accepted.

**Indirect Effect Test (Path)**

An indirect effect analysis is needed to test the effect on H6 to H7. The test needed in order to be able to answer these hypotheses is the Path Analysis Test. In this study, path analysis is calculated by the path coefficient of model I which examines the influence of Social Media (X1), Electronic Word of Mouth (X2), on Customer Satisfaction (Z) and the path coefficient of model II which examines the influence of Social Media (X1), Electronic Word of Mouth (X2), and Customer Satisfaction (Z) on the Decision to Stay Again (Y) with the following results.

**Table 10.** Path Analysis Results of Path Coefficient Model 1

| Hypothesis | Sig. Value | Beta | R Square | Information |
|---|---|---|---|---|
| X1 to Z | < 0.01 | 0.645 | 0.732 | Significant |
| X2 to Z | < 0.03 | 0.229 | | Significant |

Based on the output data in table 1, it shows that the significance value of the Social Media Variable is 0.001 and the significance value of the e-WOM is 0.03, these two variables have a value less than 0.05, this indicates that Regression Model 1, namely Variable X1 and Variable X2 has a significant effect on the variable satisfaction (Z).

The R square value is 0.732, this indicates that the contribution of X1 and X2 to Z is 70.3% while the remaining 29.7% is contributed by other variables not included in this study, while for the value of e1 can be found by the formula e1 = √ (1-0.732) = 0.517, thus the path diagram of the structure model 1 is obtained as follows.

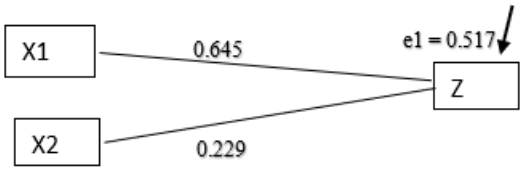


**Figure 2.** Model 1 Path Analysis Diagram

**Table 11.** Path Analysis of Path Coefficient Model 2

| Hypothesis | Sig. Value | Beta | R Square | Information |
|---|---|---|---|---|
| X1 to Y | < 0.01 | 0.340 | 0.830 | Significant |
| X2 to Y | < 0.01 | 0.446 | | Significant |
| Z to Y | < 0.01 | 0.820 | | Significant |

Based on the output data in the table above, it shows that the significance value of the Social Media Variable is 0.001, the significance value of the e-WOM Variable is 0.001, and the significance value of the Satisfaction variable is 0.001, these three variables have a value less than 0.05, this indicates that Regression Model II is Variable X1, variable X2 and variable Z have a significant effect on the satisfaction variable (Y). The value of R square is 0.830, this shows that

the contribution of the influence of X1, X2 and Z on Y is 83% while the remaining 17% is the contribution of other variables not included in this study, while the value of e2 can be found by the formula e2 = √ (1-0.830) = 0.412, thus the path diagram for model 2 is obtained as follows.

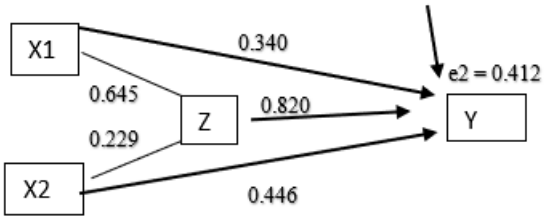


**Figure 3.** Model 2 Path Analysis Diagram

Based on the path diagram of the structure model 2, it can be seen that the direct effect that X1 has on Y is 0.340, while the indirect effect of X1 through Z on Y is the multiplication of the beta value of X1 on Z and the value of beta Z on Y, namely: 0.645 x 0.820 = 0. 5829. It can also be calculated the total effect that X1 has on Y by calculating the direct effect plus the indirect effect, namely: 0.340 + 0.5829 = 0.868. It is known that the direct effect value is 0.340 while the indirect effect is 0.868. Based on these results, it shows that indirectly X1 through Z has a significant influence on Y. This is also reinforced by the following Sobel test.

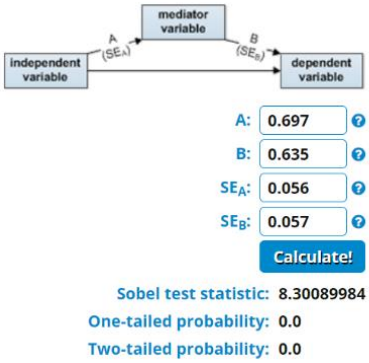


**Figure 4.** Social Media Sobel Test

Sobel test results are calculated with the help of danielsoper's online calculator. The results of the Sobel test calculation above obtained a value of 8.30089984, which means that it is greater than the t table significance of 5%, which is 1.980. Thus the influence of Social Media on the Decision to Stay Back through customer satisfaction is accepted.

Based on the path diagram of the structure model 2, it can also be seen that the direct effect that X2 has on Y is 0.446, while the indirect effect of X2 through Z on Y is the multiplication of the beta value of X2 on Z and the value of beta Z on Y, namely: 0.229 x 0.820 = 0 ,4624. It can also be calculated the total effect that X1 has on Y by calculating the direct effect plus the indirect effect, namely: 0.446 + 0.4624 = 0.9084. It is known that the direct effect value is 0.446 while the

indirect effect is 0.9084. It is known that the direct effect value is 0.446 while the indirect effect is 0.908. Based on these results indicate that indirectly X2 to Y through Z has a significant influence. This is also reinforced by the following Sobel test.

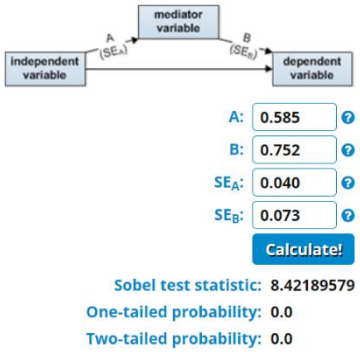


**Figure 5. The Sobel** *e-WOM* Test

The figure above shows the results of calculating the statistical value (z-value) for the influence of the visitor satisfaction variable as an intervening variable between the e-WOM variable and the decision to stay again at 8.42189579 and a significance at one-tiled probability 0.00. because the p-value < α = 0.05, it can be concluded that there is a significant indirect effect. In line with the previous test using path analysis, the mediation hypothesis can be accepted.

## CONCLUSION

Social Media has a positive and significant effect on the decision to stay again. The results of the study indicate that more intense activity on social media Facebook and Instagram, both promotions and other activities, will potentially increase customer decisions to stay at Marinsow Homestay again.

Electronic Word of Mouth (e-WOM) has a significant effect on the decision to stay again. The results of the study indicate that positive reviews on Marinsow Homestay's social media accounts will influence the customer's decision to stay again.

Social Media has a significant effect on customer satisfaction. The results of the study indicate that the more frequent the interactions provided by Marinsow Homestay on social media accounts, the more useful information will be for customers, the higher the impact on customer satisfaction.

Electronic Word of Mouth (e-WOM) has a significant effect on customer satisfaction. The results of the study indicate that the number of reviews on the e-WOM platform will have an impact on the level of customer satisfaction due to the ease of obtaining review information in electronic media.

Customer satisfaction has a significant effect on the decision to stay again. The results of this study indicate that the more satisfied the customer, the greater the chance for the customer to stay again.

Social Media influences the decision to stay again with customer satisfaction as an intervening variable. The results of the study indicate that the better the quality of services provided, the higher the level of customer satisfaction and the greater the opportunity for customers to stay again.

Electronic Word of Mouth (e-WOM) influences the decision to stay again with customer satisfaction as an intervening variable. The results of the study indicate that the more positive reviews in electronic media about Marinsow *Homestay*, the greater the chance for customers to decide to stay again.

Marinsow Homestay must always build intense relationships with customers and potential customers through live streaming on their Facebook and Instagram accounts so that more interactions are built on social media.

Marinsow Homestay must always update information on social media and continue to interact with customers, especially after the customer checks out by expressing thanks and offering new promos from Marinsow Homestay.

Marinsow Homestay must routinely evaluate service quality and include evaluating employee staff and social media admins so that they can immediately improve services that are lacking and be able to maintain better service.

For future research, it is hoped that it can expand the research object/respondent to obtain more accurate results and it is necessary to add other variables from factors that can influence satisfaction, social media and the decision to stay again so that broader and more accurate results are obtained.

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