

THE INFLUENCE OF SOCIAL MEDIA, SERVICE QUALITY, AND INNOVATION ON THE DECISION TO VISIT WITH TOURIST ATTRACTION AS AN INTERVENING VARIABLE IN SUGIH WARAS VILLAGE, TELUK GELAM DISTRICT, OGAN KOMERING ILIR.

Cindi Pramita*

Universitas Islam Negeri Raden Fatah Palembang, Indonesia
E-mail: pramitacindi26@gmail.com

Maftukhatu Solikhah

Universitas Islam Negeri Raden Fatah Palembang, Indonesia
E-mail: maftukhatuholikhah_uin@radenfatah.ac.id

Peny Cahaya Azwari

Universitas Islam Negeri Raden Fatah Palembang, Indonesia
E-mail: penycahayaazwari_uin@radenfatah.ac.id

Abstract

This study aims to analyze the extent of the influence of social media, service quality, and innovation on the decision to visit, with tourist attraction as an intervening variable, in Sugih Waras Village, Teluk Gelam District, Ogan Komering Ilir. It also examines whether tourist attraction can mediate the relationship between social media, service quality, and innovation on the decision to visit. The data analysis technique employed is quantitative analysis, using the SmartPLS 3.0 application. The population in this study consists of visitors to Sugih Waras Tourism Village, with a sample size of 190 respondents. The data collection technique used primary data through a questionnaire survey employing a Likert scale. The results show that social media does not influence tourist attraction, but service quality and innovation positively and significantly influence tourist attraction. On the other hand, social media, service quality, and innovation positively and significantly influence the decision to visit. Additionally, tourist attraction does not mediate the effect of social media on the decision to visit, while service quality and innovation successfully mediate the effect of tourist attraction on the decision to visit.

Keywords: Social Media, Service Quality, Innovation, Decision to Visit, Tourist Attraction

INTRODUCTION

In the current era of globalization, tourism is one of the sectors recognized for its potential to develop other sectors and boost economic growth. The tourism sector is expected to become a major source of foreign exchange for a region, which underscores the need for tourism development. The development of tourism areas can contribute to local revenue, create business opportunities, and generate employment. (Fahrul Rizal, 2020)

In the context of tourism development, resources are a key neutral component until external human intervention modifies them to meet human needs and satisfaction. Resources associated with tourism development generally include natural resources, human resources, and cultural resources. (Maftukhasolikhah, 2023)

As a key component of tourism, the local community, especially residents, plays a crucial role in the development and growth of tourism. This study focuses on one village located in Teluk Gelam District, namely Sugih Waras Village..

Sugih Waras Village is situated in Teluk Gelam District, Ogan Komering Ilir Regency, and features cultural tourism attractions, such as the "Rumah Limas Seratus Tiang," a traditional ancestral house and the main icon of Sugih Waras Village. (Ludi, 2024)

With the rapid development of the internet, information exchange flows more easily. The rise of various social media platforms, which can be accessed via smartphones and tablets that have become integral to daily life, creates opportunities to introduce, market, and promote tourism villages through social media. (Abdillah, F., Bahri, A. S., & Riyanto, 2021)

Social media is an online platform that facilitates social interaction. It uses web-based technology to transform communication into interactive dialogues. Popular social media platforms today include WhatsApp, Instagram, Facebook, YouTube, Twitter, and Telegram, which can be utilized as service features for promoting tourism. (Hasan Basri, 2017)

Additionally, in the implementation of supporting tourism, service quality plays a crucial role. Service quality encompasses various actions aimed at meeting visitors' expectations, as provided by companies. To sustain and gain the trust of tourists, companies or tourist attractions must ensure service quality, which is a key and essential factor for any destination. (Berliana, 2022)

As time progresses and more tourist attractions emerge, business competition in the tourism sector becomes increasingly evident. Tourism is

required to innovate while maintaining the distinctive characteristics of each destination. As Atalay, quoted by Nova Yanti Maleha, pointed out, innovation responds to its environment and develops its capabilities. Innovation is the key to survival, significantly impacting market efficiency. It has an absolute and significant effect on marketing activities. Therefore, innovation is one of the crucial factors in marketing a product, particularly in attracting visitors.(Nova Yanti Maleha, Waldi Nopriansyah, 2023)

The decision to visit is essential to study because a visitor's first-time decision to visit a destination will result in an experience of the tourism site. If the experience aligns with or exceeds expectations prior to the visit, it can be considered satisfying, and vice versa.(Chairiyah, 2024)

In making a decision to visit, a visitor undergoes a process of evaluation and chooses one alternative based on certain considerations, particularly the tourist attractions available.

Tourist attractions refer to anything that becomes a reason for visitors to come, due to its unique, beautiful, and valuable nature, whether it involves natural wealth, culture, or human-made features. A tourist attraction that draws visitors often includes hospitality. The hospitality of a region is the general feeling visitors receive when welcomed at a tourism site. Visitors are likely to return if the available facilities at the site meet all their needs while they enjoy the attractions.

A decision to visit can also be made when a tourist attraction offers something unique and distinct compared to other attractions, leaving a lasting impression on visitors who have experienced the site.

However, the main challenge lies in how tourism can effectively integrate these three factors to create a holistic and sustainable marketing strategy. Therefore, in-depth research is needed to understand how social media, service quality, and innovation work together to influence visitors' decisions to visit.

a. Literature Review

A. *Theory of Planned Behavior*

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action, developed by Ajzen, based on the assumption that individuals typically act after considering the consequences of their behavior before making a decision. This theory is used to understand the relationship between intention and specific individual behaviors. Intention influences

attitudes toward behavior, subjective norms, and perceived behavioral control.(Siti Salbiyah, 2020)

B. Social Media

Social media refers to online platforms that support social interactions. These platforms use web-based technology to transform communication into interactive dialogue. Some of the most popular social media sites today include WhatsApp, Instagram, Facebook, YouTube, Twitter, among others. Antony Mayfield also defines social media as platforms where users can easily participate, share, and create content, including blogs, social networks, wikis/online encyclopedias, virtual forums, and virtual worlds.(Fahlepi Roma Doni, 2017).

C. Service Quality

Service quality refers to the overall identity and distinctive characteristics of a product or service in relation to its ability to meet various needs. Service is aimed at facilitating the purchase of goods at points of sale.(Bakti, U., Hairudin, & Alie, 2020)

D. Innovation

According to Zaltman and Duncan, innovation refers to an idea or practice that is perceived as new by a relevant unit. Innovation represents a change in an object. Change is a response to existing conditions and situations, requiring creativity to generate new discoveries. However, not all discoveries can be considered innovations, as not everyone perceives these changes as truly new.(Zaltman, C., Duncan, R. and Holbek, 1973)

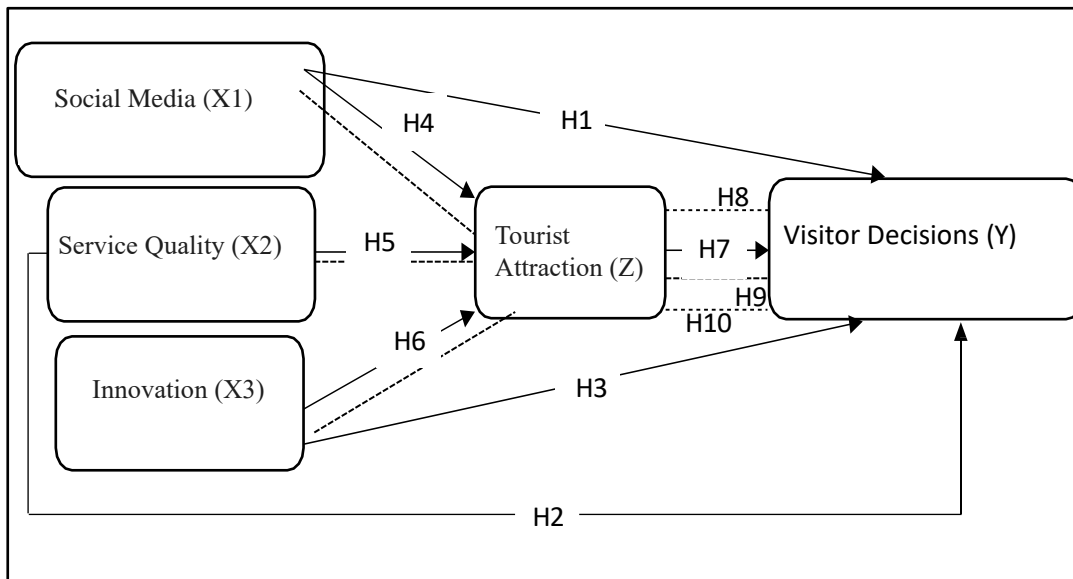
E. Decision to Visit

The theory of the decision to visit is analogous to purchasing decisions, as in the context of tourism, deciding to purchase a tourism product is similar to making the decision to visit. When someone intends to visit a destination, they are faced with a decision-making process. The decision to purchase a tourism product is reflected in the decision to visit a destination, as tourism products are inherently location-based.(Kristiutami, 2017)

F. Tourist Attraction

Nyoman, in his book "Ilmu Pariwisata" (1994), stated that a tourist attraction can be anything that is appealing and valuable to visit and observe. Tourist attractions have their own strength as a component of the tourism product because they motivate and attract tourists to engage in travel. This is particularly true for destinations with diverse and varied tourist attractions.(Isdarmanto, 2017)

G. Framework of Thought



Source: Processed thoughts, 2024

H. Research Hypothesis

- 1) There is an influence of social media on the decision to visit.
- 2) There is an influence of service quality on the decision to visit.
- 3) There is an influence of innovation on the decision to visit.
- 4) There is an influence of social media on tourist attraction.
- 5) There is an influence of service quality on tourist attraction.
- 6) There is an influence of innovation on tourist attraction.
- 7) There is an influence of tourist attraction on the decision to visit.
- 8) There is an influence of social media on the decision to visit through tourist attraction.
- 9) There is an influence of service quality on the decision to visit through tourist attraction.
- 10) There is an influence of innovation on the decision to visit through tourist attraction.

RESEARCH METHODS

This study examines the influence of social media, service quality, and innovation on the decision to visit, with tourist attraction as an intervening variable, in Sugih Waras Village, Teluk Gelam District, Ogan Komering Ilir Regency. The research employs fieldwork by conducting surveys at the study site. The subjects of this research are visitors who have previously visited the Tourism Village. This study uses a Structural Equation Model (SEM) based on variance Partial Least Square Modeling (PLS-SEM), with the statistical tool

SmartPLS 3.0. The type of research employed is quantitative. Since the population size is unknown, the sample size was determined using the Hair et al. formula. This formula is recommended when the population size is uncertain and suggests that the minimum sample size should be 5-10 times the number of indicators. In this study, there are 19 indicators, resulting in a sample size of 190 respondents.(Hair JR and Joseph F, 2010) Inferential statistical data analysis is conducted using the SmartPLS application, beginning with the measurement of the outer model, the structural model (inner model), and hypothesis testing.(Sugiyono, 2015)

RESULTS AND DISCUSSION

A. Outer Model Analysis

a. Convergent Validity

Variable	Indicator	Factor Loading	Information
Social media (X1)	X1.2	0.795	Valid
	X1.3	0.766	Valid
	X1.4	0.751	Valid
	X1.6	0.790	Valid
Service Quality (X2)	X2.2	0.774	Valid
	X2.3	0.785	Valid
	X2.4	0.800	Valid
	X2.5	0.802	Valid
	X2.7	0.807	Valid
	X2.8	0.755	Valid
Innovation (X3)	X3.1	0.736	Valid
	X3.2	0.745	Valid
	X3.3	0.714	Valid
	X3.4	0.785	Valid
	X3.5	0.766	Valid
	X3.6	0.744	Valid
	X3.7	0.774	Valid
Visiting Decision (Y)	Y1	0.737	Valid
	Y3	0.807	Valid
	Y4	0.792	Valid
	Y5	0.757	Valid
	Y6	0.741	Valid
	Z1	0.733	Valid

Tourist Attraction (Z)	Z3	0.775	Valid
	Z4	0.735	Valid
	Z5	0.743	Valid
	Z6	0.745	Valid
	Z7	0.757	Valid
	Z9	0.733	Valid
	Z10	0.717	Valid
	Z11	0.736	Valid
	Z12	0.752	Valid

Sumber: Output SmartPLS 3.0, 2024

Based on the table above, it can be seen that all indicators that pass the Cross Loading (Discriminant Validity) test are valid because they have a value of >0.70 and are greater than the values of the other variables. Meanwhile, another method for assessing Discriminate Validity is by using the Mark Square of Average Variance Extracted (AVE).

b. Discriminant Validity

	Social media (X1)	Service Quality (X2)	Innovation (X3)	Visiting Decision (Y)	Tourist Attraction (Z)
X1.2	0.794	0,521	0,507	0.474	0,350
X1.3	0.766	0,425	0,437	0,478	0,372
X1.4	0.751	0,479	0,369	0,432	0,321
X1.6	0.790	0,469	0,461	0,478	0,418
X2.2	0.568	0,774	0,627	0,601	0,591
X2.3	0.564	0,785	0,642	0,641	0,566
X2.4	0.455	0,800	0,678	0,625	0,552
X2.5	0,407	0,802	0,674	0,580	0,623
X2.7	0.445	0,807	0,673	0,640	0,636
X2.8	0.441	0,755	0,629	0,601	0,563
X3.1	0.485	0,623	0,736	0,606	0,546
X3.2	0.442	0,561	0,745	0,569	0,556
X3.3	0.475	0,604	0,714	0,569	0,554
X3.4	0.459	0,703	0,785	0,639	0,642
X3.5	0.339	0,588	0,766	0,577	0,603
X3.6	0.393	0,629	0,744	0,592	0,594
X3.7	0.436	0,656	0,774	0,640	0,690
Y1	0.346	0,598	0,570	0,737	0,548

Y3	0,509	0,655	0,635	0,807	0,614
Y4	0,523	0,614	0,677	0,792	0,612
Y5	0,486	0,578	0,603	0,757	0,568
Y6	0,430	0,549	0,567	0,741	0,629
Z1	0,464	0,598	0,598	0,625	0,733
Z3	0,309	0,567	0,606	0,650	0,775
Z4	0,343	0,484	0,550	0,568	0,735
Z5	0,350	0,636	0,679	0,588	0,743
Z6	0,391	0,545	0,644	0,591	0,745
Z7	0,342	0,613	0,648	0,603	0,757
Z9	0,271	0,471	0,477	0,469	0,733
Z10	0,326	0,551	0,563	0,524	0,717
Z11	0,351	0,506	0,537	0,551	0,736
Z12	0,351	0,554	0,585	0,551	0,752

Based on the table above, it shows that all indicators that passed the Cross Loading (Discriminant Validity) test were valid because they were >0.70 and were greater than the values of the other variables. Meanwhile, another method for assessing Discriminate Validity is the square of average variance extracted (AVE) value.

c. Composite Realliability

Variabel	Composite Realiblity	Criteria	Information
Social media (X1)	0.858	>0.70	Reliabel
Service Quality (X2)	0.907	>0.70	Reliabel
Innovation (X3)	0.901	>0.70	Reliabel
Visiting Decision (Y)	0.877	>0.70	Reliabel
Tourist Attraction (Z)	0.925	>0.70	Reliabel

Based on table 4.20, it shows that all variables have a composite reliability value of >0.70 . This result shows that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

d. Cronbach Alpha

Variabel	Cronbach Alpha	Criteria	Information
Social media (X1)	0.779	>0.70	Reliabel

Service Quality (X ₂)	0.877	>0.70	Reliabel
Innovation (X ₃)	0.872	>0.70	Reliabel
Visiting Decision (Y)	0.825	>0.70	Reliabel
Tourist Attraction (Z)	0.910	>0.70	Reliabel

Based on the table above, it shows that the Cronbach's Alpha value for each of the research variables is >0.70, so it can be concluded that each variable has a high level of reliability.

B. Inner Model Analysis

a. R-Square (R²)

Variabel	R-Square	Model Power
Tourist Attraction (Z)	0.656	Currently
Visiting Decision (Y)	0.724	Strong

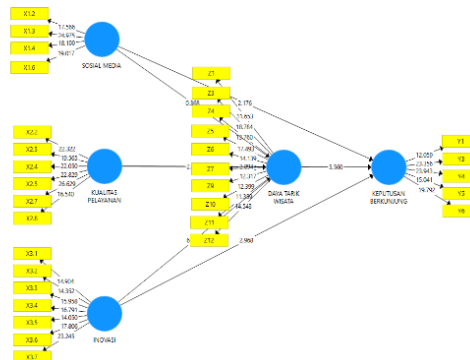
Based on the table above, it shows that the R-Square value of tourist attraction (Z) is 0.656 > 0.33, meaning it has a moderate coefficient of determination. 65% of tourist attraction can be explained by social media, service quality, innovation and visiting decisions and the remaining 35% can be explained. explained by other factors. Meanwhile, the decision to visit (Y) is 0.724 > 0.67, meaning that it has a strong coefficient of determination. 72% of the decision to visit can be explained by social media, service quality, innovation, tourist attraction and the remaining 28% can be explained by other factors.

b. Relevance of Predictions (Q²)

Konstruk	SSO	SSE	Q ² (=1-SSE/SSO)
Tourist Attraction (Z)	1900,000	1258,414	0,338
Visiting Decision (Y)	950,000	551,637	0,419

Based on table 4.24, it shows that the Q² calculation result is greater than 0 (zero), it can be concluded that it has strong predictive relevance or the model has predictive relevance

c. Bootstrapping



d. (Path Coefficient)

	T Statistik (O/STDEV)
Social media (X1) → Visiting Decision (Y)	2.176
Service Quality (X2) → Visiting Decision (Y)	2.894
Inovasi (X3) → Visiting Decision (Y)	2.968
Social media (X1) → Tourist Attraction (Z)	0.368
Service Quality (X2) → Tourist Attraction (Z)	2.920
Inovasi (X3) → Tourist Attraction (Z)	6.268
Daya Tarik Wisata (Z) → Visiting Decision (Y)	3.560

Variable Relationships	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social media (X1) -> Visiting Decision (Y)	0.162	0.164	0,075	2.176	0,031
Service Quality (X2) -> Visiting Decision (Y)	0.266	0.228	0,078	2.894	0,004
Innovation (X3) -> Visiting Decision (Y)	0.260	0.269	0,088	2.968	0,003
Social media (X1) -> Tourist Attraction (Z)	-0.034	-0.024	0,094	0.368	0,713
Service Quality (X2) -> Tourist Attraction (Z)	0.291	0.281	0,099	2.920	0,004
Innovation (X3) -> Daya Tourist Attraction (Z)	0.576	0.580	0,092	6.268	0,000
Tourist Attraction (Z) -> Visiting Decision (Y)	0.321	0.305	0.090	3.560	0,000

4. DISCUSSION OF RESEARCH RESULTS

a. The Influence of Social Media on Decisions to Visit Tourist Villages

Based on the results of the tests that have been carried out, the tstatistic value is 2,176 > ttable of 1.96 and the p-value is 0.031 < 0.05, so the tstatistic value > ttable so with a significance level < 0.05, namely 0.031, it is decided to reject H_0 and accept H_1 So, based on the test results, it shows that social media has a positive and significant effect on the decision to visit a tourist village.

b. The Influence of Service Quality on the Decision to Visit a Tourist Village

Based on the results of the tests that have been carried out, the tstatistic value is 2,894 > ttable of 1.96 and the p-value is 0.004 < 0.05, so the tstatistic value > ttable so with a significance level < 0.05, namely 0.031, it is decided to reject H_0 and accept H_2 , So, based on the test results, it shows that service quality has a positive and significant effect on the decision to visit a tourist village.

c. The Influence of Innovation on Decisions to Visit Tourist Villages

Based on the results of the tests that have been carried out, the tstatistic value is 2,968 > ttable of 1.96 and the p-value is 0.003 < 0.05, then the tstatistic value > ttable so with a significance level < 0.05, namely 0.003, it is decided to reject H_0 and accept H_3 , So, based on the test results, it shows that innovation has a positive and significant effect on the decision to visit a tourist village.

d. The Influence of Social Media on Tourist Attraction

Based on the results of the tests that have been carried out, the tstatistic value is 0.373 < ttable of 1.96 and the p-value is 0.709 > 0.05, so the tstatistic value < ttable so with a significance level > 0.05, namely 0.709, it is decided to reject H_4 and accept H_0 , then Based on test results, it shows that social media does not have a positive effect on tourist attraction.

e. The Influence of Service Quality on Tourist Attraction

Based on the results of the tests that have been carried out, the tstatistic value is 2,920 > ttable of 1.96 and the p-value is 0.004 < 0.05, so the tstatistic value > ttable so with a significance level < 0.05, namely 0.004, it is decided to

reject H_0 and accept H_5 , So, based on the test results, it shows that service quality has a positive effect on tourist attraction.

f. The Influence of Innovation on Tourist Attraction

Based on the results of the tests that have been carried out, the tstatistic value is $6,268 > t_{table}$ of 1.96 and the p-value is $0.000 < 0.05$, so the tstatistic value $> t_{table}$ so with a significance level < 0.05 , namely 0.000, it is decided to reject H_0 and accept H_6 , So, based on the test results, it shows that innovation has a positive effect on tourist attraction.

g. The Influence of Tourist Attractions on Visiting Decisions

Based on the results of the tests that have been carried out, the tstatistic value is $3,560 > t_{table}$ of 1.96 and the p-values are $0.000 < 0.05$, so the tstatistic value $> t_{table}$ so with a significance level < 0.05 , namely 0.000, it is decided to reject H_0 and accept H_7 , So, based on the test results, it shows that tourist attractions have a positive influence on the decision to visit.

h. The Influence of Social Media on Visiting Decisions Through Tourist Attractions as an Intervening Variable in Tourism Villages

Based on the results of the tests that have been carried out, the tstatistic value is $0.373 < t_{table}$, which is 1.96 and the p-value is $0.709 > 0.05$, so the tstatistic value $< t_{table}$, so with a significance level < 0.05 , namely 0.709, it is decided to accept H_0 and reject H_8 , based on the test results, it shows that social media indirectly through tourist attractions as an intervening variable does not have a positive and significant effect on the decision to visit. This means that indirectly social media through tourist attractions is unable to influence the decision to visit a tourist village.

i. The Influence of Service Quality on Visiting Decisions Through Tourist Attractions as an Intervening Variable in Tourism Villages

Based on the results of the tests that have been carried out, the tstatistic value is $2.198 > t_{table}$ of 1.96 and the p-value is $0.029 < 0.05$, so the tstatistic value $> t_{table}$ so with a significance level < 0.05 , namely 0.029, it is decided to reject H_0 and accept H_9 , based on the test results, it shows that service quality indirectly through tourist attractions as an intervening variable has a positive and significant effect on the decision to visit. This means that indirectly the quality of service through tourist attractions can influence the decision to visit a tourist village.

j. The Influence of Innovation on Visiting Decisions Through Tourist Attractions as an Intervening Variable in Tourism Villages

Based on the results of the tests that have been carried out, the t-statistic value is $2.971 > t_{table}$ of 1.96 and the p-value is $0.003 < 0.05$, then the t-statistic value $< t_{table}$ so with a significance level < 0.05 , namely 0.003, it is decided to reject H_0 and accept H_{10} , based on the test results, it shows that innovation indirectly through tourist attractions as an intervening variable has a positive and significant effect on the decision to visit. This means that indirectly innovation through tourist attractions can influence the decision to visit a tourist village.

CONCLUSION

- a. Social media (X_1) has a positive and significant effect on the decision to visit (Y) in the tourism village. This is because effective activities and promotions via social media can increase visitors' interest and decision to visit the tourism village.
- b. Service quality (X_2) has a positive and significant effect on the decision to visit (Y) in the tourism village. This is because better service quality increases the likelihood that visitors will decide to visit the village.
- c. Innovation (X_3) has a positive and significant effect on the decision to visit (Y) in the tourism village. This is because innovation can attract more visitors to choose the village as a destination.
- d. Social media (X_1) does not have a positive and significant effect on tourist attraction (Z) in the village. This is because social media activities do not directly enhance the attraction, as information may also spread through word-of-mouth recommendations.
- e. Service quality (X_2) has a positive and significant effect on tourist attraction (Z) in the village. This indicates that improving service quality enhances the attractiveness of the tourism village.
- f. Innovation (X_3) has a positive and significant effect on tourist attraction (Z) in the village. This is because the implementation of innovations can enhance the appeal of the village for visitors.
- g. Tourist attraction (Z) has a positive and significant effect on the decision to visit (Y) in the tourism village. The higher the tourist attraction, the greater the likelihood of visitors deciding to visit.
- h. Tourist attraction (Z) does not mediate the relationship between social media (X_1) and the decision to visit (Y). This means that social media,

through tourist attraction, cannot indirectly influence the decision to visit.

REFERENCES

- Abdillah, F., Bahri, A. S., & Riyanto, B. (2021). Persepsi masyarakat lokal desa wisata sawarna tentang makna pariwisata. *Sadar wisata. Pariwisata*, 4(2), 65–76.
- Bakti, U., Hairudin, & Alie, M. S. (2020). Pengaruh Kualitas Pelayanan, Produk dan Harga Terhadap Minat Beli Pada Toko Online Lazada di Bandar Lampung. *Ekonomi*, 22(1), 101–118.
- Berliana, A. (2022). Pengaruh Kualitas Pelayanan, Daya Tarik Wisata, Citra Destinasi, dan Harga Terhadap Kepuasan Pengunjung Obyek Wisata Puncak Mas Lampung. *Kompetitif Bisnis*, 1(8).
- Chairiyah, D. S. (2024). Pengaruh media sosial dan daya tarik wisata terhadap keputusan berkunjung pada kebun jeruk hijau manis desa pematang kuing, kecamatan sei suka kabupaten batu bara. *Manajemen Dan Ilmu Ekonomi*, 5(2).
- Fahlepi Roma Doni. (2017). Perilaku Penggunaan Media Sosial Pada Kalangan Remaja. *Indonesian Journal On Software Engineering*, 3(2), 4.
- Fahrul Rizal. (2020). Pengaruh Pengembangan Objek Wisata Halal Terhadap Pendapatan UMKM Di Sekitar Masjid Raya Baiturrahman Di Banda Aceh.
- Hair JR and Joseph F. (2010). *Multivariate Data Analysis* (Seventh).
- Hasan Basri. (2017). Peran media Sosial Twitter Dalam Interaksi Sosial Pelajar Sekolah Menengah Pertama Di Kota Pekanbaru. *Jurnal Jom Fisip*, 4(2).
- Isdarmanto. (2017). *Dasar-Dasar Kepariwisata dan Pengelolaan Destinasi Wisata*. Gerbang Media Aksara dan STiPrAm.
- Kotler and Keller (2013:118). (2013). *Manajemen Pemasaran* (Edisi 2). Erlangga.
- Kristiutami, Y. P. (2017). Pengaruh Bauran Pemasaran Terhadap Keputusan Berkunjung Wisatawan Di Museum Geologi Bandung. *Jurnal Pariwisata*, 4(2), 53–62. <http://ejournal.bsi.ac.id/ejurnal/index.php/jp>
- Ludi. (2024). *Hasil Observasi dan Wawancara Langsung Dari Kepala Desa*. 12 Februari.

- Maftukhasolikhah. (2023). *Pariwisata Halal Yang Berkelanjutan Dan Bertanggung Jawab* (E. Litriani (ed.); Cetakan ke). PT Raja Grafindo Persada.
- Nova Yanti Maleha, Waldi Nopriansyah, B. S. (2023). *Innovation of pottery craftsmen in increasing family income in sugih village waras village, oki*. 7.
- Siti Salbiyah. (2020). Theory Planned Behavior Dan Pengaruhny Terhadap Kinerja Mahasiswa Dengan Cooperative Learning Tipe Jigsaw Sebagai Variabel Moderating Di Feb Universitas Muhammadiyah Surabaya. *Balance: Economic, Business, Management, and Accounting Journal*, 12(1).
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.
- Zaltman, C., Duncan, R. and Holbek, J. (1973). . *Innovations and Organisations*. Wiley, New York.