

**LINKAGE OF THE RAYO LAKE FESTIVAL EVENT DIMENSION
AND THE DECISION TO VISIT TOURISTS**

Chindy Fitri Firdayani^{1*)}, Sari Lestari Zainal R.², A. Jalaludin Sayuti³

^{1*,2,3}Jurusan Administrasi Bisnis, Usaha Perjalanan Wisata, Politeknik Negeri Sriwijaya
Jl. Srijaya Negara, Palembang, Indonesia, 30139

^{1*)} e-mail: 062040612522@student.polsri.ac.id, ²sarilestari@polsri.ac.id,
³jalaludinsayuti@polsri.ac.id
^{*)} Corresponding author

Received: Agustus, 2024	Accepted: September, 2024	Published: September, 2024
-------------------------	---------------------------	----------------------------

Abstract

The purpose of this observation is to analyze the influence of Lake Rayo festival event dimension on tourists' decision to visit. The quantitative approach is used by distributing questionnaires as a data-gathering tool. Population of these observations is tourists who have visited the Lake Rayo Festival within three years. This sampling method uses purposive sampling with 115 samples. Data analysis technique based on multiple linear regression analysis with the help of SPSS 22 vers. The proceed of observations reveal lest tourist decisions can be influenced by the dimensions of hospitality and symbolism. Meanwhile, it can be revealed that the dimensions of uniqueness, authenticity, theming, and festive spirit do not drive the decision to visit. The coefficient of determination shows that these variables can explain 60.9% of the variation in the decision to visit. Meanwhile, the rest is impacted by other factors not discussed of this observation. Event organizers are advised to continue improving these elements through authentic cultural presentation, event innovation, festive atmosphere, friendly service, and strong and meaningful symbolism. In addition, periodic research and evaluation are also important to understand visitor trends and preferences to improve the quality of future events. Therefore, to increase the attractiveness and success of the event in the future, organizers need to pay attention to and implement the suggestions provided based on the findings of this study.

Keywords: *decision to visit, festival, rayo lake, tourists*

1. INTRODUCTION

The business world is growing rapidly every day, and the tourism industry is no exception. Tourism is a very promising sector, which is why various countries are competing to advance and develop it in their respective regions (Wibowo, 2018). Tourism can provide significant economic growth, making it an important field. As one of the countries that is also developing tourism potential, Indonesia taking advantage of its natural beauty and tourist destinations, ranging from natural,

cultural, and historical tourism to artificial tourism spread from Sabang to Merauke (Elsa, 2017).

The rapid development of tourism plays an important role in building tourism activities and encouraging economic growth in Indonesia. The development of tourism requires attractions that can act as tourist attractions and destinations for visitors to explore tourist attractions. From an economic perspective, tourism can help local governments improve their economies. In addition, tourism also has an impact on the community around tourist attractions, such as expanding job opportunities and increasing economic income and visits to these tourist attractions. (Aliansyah & Hermawan, 2021)

Rayo Lake is a natural body of water located in North Musi Rawas, South Sumatra. Surrounded by stunning natural beauty, this lake offers stunning views and a variety of recreational activities for visitors, Lake Rayo is one of the most in-demand tourist destinations in the region. For this reason, the right swamp to promote Lake Rayo is through the implementation of the Lake Rayo Festival, this is a smart and effective strategy for increasing the attraction and popularity of the tourist destination. This festival is not only a place to celebrate the natural beauty and cultural richness of Lake Rayo, but also a means to introduce and promote the tourism potential of the lake to local communities and tourists from outside the region.

Through the Rayo Lake Festival, various interesting activities such as art and cultural exhibitions, traditional music performances, lake boat races, and various other recreational activities can be held. This event is the right momentum to showcase the uniqueness and diversity of local culture, as well as introduce various tourism products and services available around Lake Rayo. The implementation of this series of activities has had an impact on the increase in the number of visitors to Lake Rayo since the COVID-19 pandemic disappeared. The table below illustrates a significant increase in the number of tourists visiting North Musi Rawas Regency from 2021-2023.

Table 1. Number of Visitors to Lake Rayo Tourism 2021-2023

[Source: North Musi Rawas Tourism Office, 2024]

Year	Number of Visits
2021	4.415
2022	74.404
2023	84.025
Sum	162.844

Tourism events have the potential to improve the image of a destination, increase regional tourism, arouse the interest of tourists in certain areas, and attract domestic to foreign visitors. However, the increase in tourist visits that only occurs on certain days is a challenge that needs to be overcome in the development of Lake Rayo as a sustainable tourist destination. This phenomenon can be caused by various factors, including special events such as the Lake Rayo Festival, which attracts many visitors only during the events.

Event is interpreted like activities that are carried out to celebrate essential stuff in human lives either individuals or groups that are fastened by mores, cultures, traditions, and religions that are carried out for a particular purpose and involve the community environment that is carried out at a particular time (Noor, 2017). According to Getz in Simanjuntak & Irawan (2018). There are several dimensions that add quality in making an event to make it preferential, that is Uniqueness and other elements such as friendliness, symbolism, festive spirit, theme, and uniqueness can affect the decision of every tourist to visit.

Steers in Rifa'i (2019) stated that "Decision-making is the process of choosing between the available alternatives". This means that decision-making concerns the choice of various alternatives that exist. The visiting decision of these study was equalized with the decision to purchase. According to Buchari in Winasis et al., (2022) explain that purchasing decisions are consumer decisions that are influenced by evidence, individuals, and processes. In forming attitudes, consumers process all available information and produce conclusions in the form of responses that arise, namely the products to be purchased.

2. RESEARCH METHODS

This research uses the survey method using a quantitative approach and a type of explanatory research (Exploratory Research). This observation aims to analyze about effect from the event on a tourist's decision to visit the Lake Rayo tourist attraction, North Musi Rawas Regency. According to Sari et al., (2022) Exploratory research is research that aims to test a hypothesis to strengthen or even reject a pre-existing hypothesis. The use of this type of research is to analyze the effect of variables independent from the dimension event that is uniqueness, originality, theme, festive spirit, friendliness, and Symbolism to the variable Hang decision to visit tourists.

Sampling technique uses in this observation is sampling non-probability with the method of purposive sampling. These observations was taken from tourists who have visited Lake Rtayo in the last three years. By calculating using the formula Hair (Rambut et al., 2023), then the results were obtained from as many as 115 respondents.

3. OUTCOME AND EXPLANATION

3.1. Detailed Evaluation

Participant Profile

Explanation of identity the respondents in this study can be grouped into several groups, namely gender, age of the respondents, last education, job, and frequency of tourist visits. In this study, the majority of female respondents with a frequency of 62 people (53.9%) were more than male respondents, namely with a frequency of 53 people (46%). The majority of respondents in this study were between 21-24 years old (60.9%). At the learning level, most of the participants in these observations were upper secondary school. The highest number of visit last 3 years (2021-2023) by tourist to Lake Rayo tourist attraction was 1-2 times.

Validity Test

List 2: Outcome of Legitimate Instrument Test

[Provenance: Processing by observers, 2024]

Dimension	Items	Correlation Coefficient (r)	Critical Value	Details
Uniqueness	UQNX _{1.1}	.915	.361	Saw
	UQNX _{1.2}	.963	.361	Saw
	UQNX _{1.3}	.938	.361	Saw
Authenticity	ATCX _{2.1}	.909	.361	Saw
	ATCX _{2.2}	.923	.361	Saw
	ATCX _{2.3}	.951	.361	Saw
Theming	THMX _{3.1}	.649	.361	Saw

	THMX ₂	.929	.361	Saw
	THMX ₃	.927	.361	Saw
Festive Spirit	FTSX _{4.1}	.932	.361	Saw
	FTSX _{4.2}	.934	.361	Saw
	FTSX _{4.3}	.953	.361	Saw
Hospitality	HPLX _{5.1}	.905	.361	Saw
	HPLX _{5.2}	.960	.361	Saw
	HPLX _{5.3}	.893	.361	Saw
Symbolism	SBMX _{6.1}	.916	.361	Saw
	SBMX _{6.2}	.922	.361	Saw
	SBMX _{6.3}	.819	.361	Saw
Visiting Decision	KBY _{1.1}	.859	.361	Saw
	KBY _{1.2}	.851	.361	Saw
	KBY _{1.3}	.627	.361	Saw
	KBY _{1.4}	.581	.361	Saw
	KBY _{1.5}	.898	.361	Saw

Based on Table 2 above, the outcome of the lawful instrument test used to measure the variant of uniqueness, authenticity, theming, festive spirit, hospitality, symbolism, and the variables of the decision to visit showed that all question items had a correlation coefficient bigger of the r value of the list (0,361) so that's the possible concluded entirety of question is legitimate and worthy to be used a measuring tool in the study.

Trust Test

Table 3. Trust Test Outcome
 [Provenance: Processing by observers, 2024]

Variable	Cronbanch Alpha	Information
UQNX ₁	.928	Trust
ATCX ₂	.918	Trust
THMX ₃	.792	Trust
FTSX ₄	.932	Trust
HPLX ₅	.909	Trust
SBMX ₆	.846	Trust
KBY	.818	Trust

According to Table 3, it can be explained that the reality test conducted on 30 respondents showed all variables consisting of UQNX₁, ATCX₂, THMX₃, FTSX₄, HPLX₅, SBMX₆, and KBY are declared reliable or reliable. This can be concluded by looking at

the statement that the variable has a Cronbach's Alpha value > 0.60, indicating that all statements have been made valid and trustworthy for research purposes.

Partial Significance Test Results

Table 4: t (Partial Test) Outcome
 [Provenance: Processing by observers, 2024]

Model	NSC		Standard Coefficient	t-count	valuable
	β	SE	β		
1 (Fixed)	6.944	, 1.157		6.001	.000
UQNX ₁	.000	.120	.000	-.002	.999
ATCX ₂	-.142	.134	-.109	-1.060	.291
THMX ₃	.248	.143	.183	1.739	.085
FTSX ₄	.164	.133	.133	1.232	.221
HPLX ₅	.260	.123	.195	2.109	.037
SBMX ₆	.595	.141	.447	4.226	.000

According to Table 4, the value of t_{count} UQNX₁ variables of -0.002, ATCX₂ of -1.060, THMX₃ of 1.739, FTSX₄ of 1.232, HPLX₅ of 2.109 and SBMX₆ of 4.226.

Simultaneous Significance Test Results

Table 5: F (Simultaneous Test) Outcome
 [Provenance: Processing by observers, 2024]

Model	Sum ²	df	Means ²	F _{count}	Valuable
1 Regression	933.528	6	155.588	31.7846	.000 ^b
Residual	527.655	108	4.886		
Total	1461.183	114			

Based on Table 5 above, the value of F_{count} is 31.7846 at a 0.000 significance level while F_{value} is 2.30 at a 95% trust value level alpha 0.05. Table 5 shows that F_{count} is bigger than the F value of the list at 0.000 significance level, therefore H_a concluded that "tourist decisions can be influenced by the dimensions of uniqueness, authenticity, festive spirit, hospitality and symbolism and symbolism." stated to be approved. Whereas, H_0 which reads "there is no significant influence between uniqueness, authenticity, theming, festive spirit, hospitality, and symbolism" was rejected. This means that uniqueness, authenticity, theming, festive spirit, hospitality, and symbolism there is a simultaneous influence on tourist's decision to visit(Y).

R-Square Coefficient

Table 6: R² Test Outcome
 [Provenance: Processing by observers, 2024]

Design	R	R ²	Customized R ²	SEE	d
1	.799 ^a	.639	.619	2.2104	2.049

Based on Table 6, the outcome from determination coefficient are the Adjusted R-square value of 0.619 and the standard error of estimated (SEE) of 2.2104. which means that the smaller the SEE, the more accurate the model will predict the bound variables.

Analysis Multiple Regression Linear

Table 7: Outcome Analysis of Multiple Regression Linear

[Source: Primary data processed by researchers, 2024]

Model	NSC		Standard Coefficient	t-count	valuable
	β	SE	β		
1 (Fixed)	6.944	, 1.157		6.001	.000
UQNX ₁	.000	.120	.000	-.002	.999
ATCX ₂	-.142	.134	-.109	-1.060	.291
THMX ₃	.248	.143	.183	1.739	.085
FTSX ₄	.164	.133	.133	1.232	.221
HPLX ₅	.260	.123	.195	2.109	.037
SBMX ₆	.595	.141	.447	4.226	.000

According to Table 7, the multiple regression used is obtained, namely $KBY = 6.944 + 0.000 UQNX_1 - 0.142 ATCX_2 + 0.248 THMX_3 + 0.164 FTSX_4 + 0.260 HPLX_5 + 0.595 SBMX_6 + e$. The proceed of observations reveal lest tourist decisions can be influenced by the dimensions of hospitality and symbolism. Meanwhile, it can be revealed that the dimensions of uniqueness, authenticity, theming, and festive spirit do not drive the decision to visit Lake Rayo

The uniqueness variable has a t-count of -0.002 with a significance of 0.999, meaning changes in uniqueness do not significantly affect the decision to visit the festival. Similarly, the authenticity variable shows that an increase in authenticity could actually decrease the decision to visit by 14.2%, but this result is statistically insignificant

3.2. Explanation

The Decision to Visit is Influenced by Uniqueness

According to the partial test, this variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of -0.002 with a significance of 0.999 which is much greater than 0.05. Meanwhile, according to regression multiples, every increase in one value in the uniqueness variable is not significant in increasing the decision to visit the Rayo Lake Festival, but it has a positive influence.

Previous research conducted by Suandi & Ritonga (2023) The unique impression of an event can have a great impact on someone's decision to visit, because it can attract attention, increase perception value, leave a deep impression, give a surprise, and even create fame that can affect the perception and decision of others. When a person is faced with a unique event or experience, they are likely to be interested in attending or visiting because it offers something different from what they are used to. These unique experiences tend to leave a deeper impression on visitors' memories. This can encourage them to re-remember or share the experience with others, as well as feel like coming back for similar events in the future.

The Effect of Authenticity Variables on Visiting Decisions

According to the partial test, this variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of -1,060 with a significance of 0.291 which is much greater than 0.05. Meanwhile, according to the regression multiple, each increase in the value of the authenticity variable will decrease the decision by 14.2%, on the decision to visit the Rayo Lake Festival and have a negative influence.

Previous research conducted by Nurasipa & Suryawardani (2019) which explains the authenticity of an event has a great impact on a person's decision to visit because it can evoke emotional engagement, provide a valuable cultural experience, strengthen trust and reliability, appreciate cultural heritage or tradition, and provide greater overall visitor satisfaction. Authentic events often elicit greater emotional engagement in visitors and reflect strong local cultures or values, so visitors feel more deeply connected to the experience due to its authenticity, which in turn can increase their desire to visit and experience the culture through direct participation in the event.

The Effect of Theming Variables on Visiting Decisions

According to the partial test, this variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of 1.739 with a significance of 0.085 which is much greater than 0.05. Meanwhile, according to the regression multiple, each increase of one value in the Theming variable will increase the decision to visit by 24.8% to visit the Lake Rayo Festival, and have a positive influence.

Previous research conducted by Simanjuntak & Irawan (2018) Explaining a theme is an important strategy in event marketing, where a unique and attractive theme can increase the appeal of an event, the number of visitors, create a memorable experience, and strengthen Brand Events aforementioned. Visitors are more likely to be interested in attending events that offer a different and memorable experience. A pleasant experience during an event can leave a positive impression on visitors, which may encourage them to revisit in the future or recommend the event to others.

The Effect of Festive Spirit Variables on Decisions

According to the partial test, this variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of 1.232 with a significance of 0.221 which is much greater than 0.05. Meanwhile, according to the regression multiple, every increase of one value in the variable of the spirit of celebration will increase the decision to visit by 16.4% the Lake Rayo Festival and have a positive influence.

Previous research conducted by Ismail & Iriani (2021) explain Festive spirit in event can have a great influence on a person's decision to visit. Festive spirit refers to the festive atmosphere and excitement presented in an event, which is often associated with celebration, joy, and positive emotional engagement. Festive spirit can create a strong emotional connection with potential visitors. The festive and fun atmosphere encourages people to want to be a part of the experience. A vibrant and positive atmosphere can make the event more interesting. Visitors are usually attracted to events that offer a happy and energetic environment.

The Effect of Hospitality Variables on Visiting Decisions

This variable had a significant effect on the decision to visit tourists with a t-count of 2.109 and a significance of 0.037, which was smaller than 0.05. Meanwhile, according to regression multiples, each increase in the value of the hospitality variable will increase the decision by 26% on the decision to visit the Rayo Lake Festival and has a positive influence.

Previous research conducted by Fajar dkk., (2021) Explaining hospitality creates a positive experience for visitors by offering friendly service and attention to detail. Through positive interactions and satisfying experiences, visitors feel valued

and recognized, which can increase their loyalty to the place. Visitors tend to consider this experience in their decision to return or recommend the place to others.

The Effect of Symbolism Variables on Visiting Decisions

This variable had a significant effect on the decision to visit tourists with a t-count of 4.226 and a significance of 0.000, which was smaller than 0.05. Meanwhile, according to regression multiples, every increase of one value in the Symbolism variable will increase the decision to visit by 59.5% on the decision to visit Lake Rayo Festival and have a positive influence.

Previous research conducted by Kuswardani et al., (2022), explaining that every implementation of an event must contain messages or objectives conveyed in certain appearances given to attract the attention of visitors so that they can know and know about the purpose of the implementation event. Symbolism can help create a strong identity for an event. Visitors are more likely to be interested in events that have easily recognizable and meaningful symbols, which give the impression that the event is unique and has a certain value. Symbolism helps reinforce the message and theme of the event. Symbols that are consistent with the theme of the event can make the overall experience more meaningful, which can attract visitors who are interested in the theme.

1. CONCLUSION

1. The F test revealed that all independent variables, namely uniqueness, authenticity, theming, festive spirit, hospitality, and symbolism, simultaneously influenced tourist's decision to visit the Lake Rayo Festival. The F value was calculated as 31.7846 with a significance level of 0.000, proving that these variables together influenced the visiting decisions.
2. According to the partial test, the uniqueness variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of -0.002 with a significance of 0.999 which is much greater than 0.05. Meanwhile, according to regression multiples, every increase in one value in the uniqueness variable is not significant in increasing the decision to visit the Rayo Lake Festival, but it has a positive influence.
3. According to the partial test, the authenticity variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of -1,060 with a significance of 0.291 which is much greater than 0.05. Meanwhile, according to the regression multiple, each increase in the value of the authenticity variable will decrease the decision by 14.2%, on the decision to visit the Rayo Lake Festival and have a negative influence.
4. According to the partial test, the theming variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of 1.739 with a significance of 0.085 which is much greater than 0.05. Meanwhile, according to the regression multiple, each increase of one value in the Theming variable will increase the decision to visit by 24.8% to visit the Lake Rayo Festival and have a positive influence.
5. According to the partial test, the festive spirit variable does not have a significant effect on the decision to visit tourists. This is shown by a t-count value of 1.232 with a significance of 0.221 which is much greater than 0.05. Meanwhile, according to the regression multiple, every increase of one value in the variable of the spirit of celebration will increase the decision to visit by 16.4% the Lake Rayo Festival and have a positive influence.

6. According to the partial test, the hospitality variable had a significant effect on the decision to visit tourists with a t-count of 2.109 and a significance of 0.037, which was smaller than 0.05. Meanwhile, according to regression multiples, each increase in the value of the hospitality variable will increase the decision by 26% on the decision to visit the Rayo Lake Festival and has a positive influence.
7. According to the partial test, the symbolism variable had a significant effect on the decision to visit tourists with a t-count of 4.226 and a significance of 0.000, which was smaller than 0.05. Meanwhile, according to regression multiples, every increase of one value in the Symbolism variable will increase the decision by 59.5% on the decision to visit the Lake Rayo Festival and have a positive influence.
8. The R^2 value showed that 60.9% of the variables on the visiting decision can be described in the variables studied (uniqueness, authenticity, theming, festive spirit, hospitality, and symbolism). The remaining 39.1% of the rest is impacted by other factors not discussed in this observation.
9. Event organizers are advised to continue improving these elements through authentic cultural presentation, event innovation, festive atmosphere, friendly service, and strong and meaningful symbolism. In addition, periodic research and evaluation are also important to understand visitor trends and preferences to improve the quality of future events. Therefore, to increase the attractiveness and success of the event in the future, organizers need to pay attention to and implement the suggestions provided based on the findings of this study
10. Conduct periodic visitor surveys and evaluations to understand what worked well and what can be improved. Collecting feedback directly from tourists will help organizers stay aligned with visitor preferences and adjust the festival accordingly.

REFERENCE

- Aliansyah, H., & Hermawan, W. (2021). Peran Sektor Pariwisata Pada Pertumbuhan Ekonomi Kabupaten/Kota Di Jawa Barat. *Bina Ekonomi*, 23(1), 39–55. <https://doi.org/10.26593/be.v23i1.4654.39-55>
- Elsa, E. (2017). Peran Pariwisata Dalam Meningkatkan Pertumbuhan Ekonomi Masyarakat. *Jurnal Spasial*, 3(1). <https://doi.org/10.22202/js.v3i1.1593>
- Fajar, M. I., Yusi, M. S., & Djumrianti, D. (2021). Pengaruh Penyelenggaraan Event Kebudayaan terhadap Keputusan Berkunjung ke Kota Palembang Effect of Organizing Cultural Event on The Visiting Decision to Palembang City. *Jurnal Terapan Ilmu Ekonomi, Manajemen Dan Bisnis*, 1(5). <http://jurnal.polsri.ac.id/index.php/jtiemb>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2023). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1). <https://doi.org/10.1080/10705511.2022.2108813>
- Ismail, F. F., & Iriani, S. S. (2021). Pengaruh Event Pariwisata dan Physical Evidence terhadap Keputusan Berkunjung. *Jurnal Ilmu Manajemen*, 9(4), 1360–1368. <https://doi.org/10.26740/jim.v9n4.p1360-1368>
- Kuswardani, R., Yuniati, N., & Isdarmanto. (2022). *Faktor-Faktor yang Mempengaruhi Keputusan Peserta Untuk Berpartisipasi Pada Event Bisnis di Yogyakarta*. 2(1), 18–27.
- Noor, A. (2017). *Manajemen Event* (A. Noor (ed.)). Alfabeta Bandung.
- Nurasipa, G., & Suryawardani, B. (2019). *Pengaruh Event Bandung Light Festival dan City Branding terhadap Keputusan Berkunjung ke Kota Bandung Tahun 2019*. 5(2), 680–688.

- Rifa'i, A. (2019). Proses Pengambilan Keputusan. *Research Gate*, 1–12.
- Sari, M., Rachman, H., Juli Astuti, N., Win Afgani, M., & Abdullah Siroj, R. (2022). Explanatory Survey dalam Metode Penelitian Deskriptif Kuantitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(01), 10–16. <https://doi.org/10.47709/jpsk.v3i01.1953>
- Simanjuntak, D. F., & Irawan, A. (2018). Pengaruh Event Pariwisata Terhadap Keputusan Berkunjung (Survei pada Wisatawan Domestik yang Berkunjung ke Event Pariwisata di Kabupaten Banyuwangi). *Jurnal Administrasi Bisnis*, 61(3), 144–153. administrasibisnis.studentjournal.ub.ac.id/0A153
- Suandi, V., & Ritonga, R. M. (2023). Analisis Pengaruh Event terhadap Keputusan Berkunjung ke Kota Tangerang (Studi Kasus Festival Peh Cun). 01(1), 1–23.
- Wibowo, M. B. (2018). *Strategi Pemerintah Daerah Dalam Pengembangan Pariwisata Di Kabupaten Banyuwangi (Studi Pada Dinas Kebudayaan Dan Pariwisata Kabupaten Banyuwangi)*. [http://repository.ub.ac.id/165808/0Ahttp://repository.ub.ac.id/165808/1/Mohamad Bagus Wibowo.pdf](http://repository.ub.ac.id/165808/0Ahttp://repository.ub.ac.id/165808/1/Mohamad%20Bagus%20Wibowo.pdf)
- Winasis, C. L. R., Widiyanti, H. S., & Hadibrata, B. (2022). Determinasi Keputusan Pembelian: Harga, Promosi Dan Kualitas Produk (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(4), 452–462. <https://doi.org/10.31933/jemsi.v3i4>