



PUSH AND PULL FACTORS OF FOREIGN TOURISTS IN CHOOSING TIRTA EMPUL SPIRITUAL TOURISM ATTRACTION, GIANYAR REGENCY, BALI

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Received: Juli, 2024

Accepted: September, 2024

Published: September, 2024

Abstract

This research was conducted to determine the push factors and pull factors of foreign tourists in choosing Tirta Empul Spiritual Tourism Attraction. The type of data used is quantitative data with data sources using primary and secondary data. The population in this study are foreign tourists who have visited Tirta Empul Tourist Attraction. The sampling technique uses purposive sampling with a total of 100 respondents. Data collection was done by questionnaire, literature study, and observation. The data analysis technique used Exploratory Factor Analysis using the Statistical Program For Social Science version 25 (SPSS) application program. Based on the study's results, there are 5 driving factors and 2 pull factors for foreign tourist visits to Tirta Empul Spiritual Tourism Attraction. The main factor in the driving factor is Emotional Escape which has a total variance value of 33.623%. while the main factor in the pull factor is the Innovative Exploration factor which has a total variance value of 52.664%.

Keywords: push factor, pull factor, spiritual tourism, Tirta Empul

1. INTRODUCTION

Spiritual tourism is a new trend in the world of tourism whose trend continues to increase (Dinitri, 2018). This type of tourism is considered the most qualified and has great potential to be developed (Sutarya dan Yasa, 2017). The World Tourism Organization (UNWTO) in (Semarang.bisnis.com, 2017) said Indonesia has the potential to develop spiritual tourism. This uniqueness cannot be separated from Indonesia as an archipelago that has a diversity of cultures and natural scenery.

Bali Province is one of the integral parts of the Unitary State of the Republic of Indonesia, and has long been known as the world's most famous

international tourist destination. During 2022 it was also found that spiritual tourist destinations provide a strong attraction for tourists. Based on data from the Bali Province Tourism Office, the number of tourist visits to Tirta Empul Tourism Attraction is superior when compared to other spiritual tourism attractions in Bali. In 20223, the number of tourists visiting Tirta Empul was 896,906 people, consisting of 778,534 foreign tourists and 118,372 domestic tourists.

Table 1: Data on Tourist Visits to Spiritual Tourism Attraction in Bali Province
[Source: Bali Province Tourism Office Data, 2023]

No.	Name of Tourist Attraction	Number of Tourist Visit		
		Foreign (people)	Domestic (people)	Total Number of Tourist Visit (people)
1	Mengening	22.051	2.084	24.135
2	Gunung Kawi	65.293	2.779	68.072
3	Tirta Empul	778.534	118.372	896.906
4	Pancoran Solas	7.263	57.735	64.998
5	Air Panas Banjar	18.316	49.631	67.947

Despite Tirta Empul's high popularity among tourists, the surrounding spiritual tourism attractions have not been able to attract tourists well. This indicates a significant difference in tourist attraction between Tirta Empul and the surrounding spiritual tourism destinations. Therefore, this study used Tirta Empul as research location to understand the factors that influence tourist' interest and desire in choosing a spiritual tourism attraction. Through an in-depth understanding of the push and pull factors of tourist visits, this research is expected to provide useful guidance and evaluation material for the development of surrounding spiritual tourism attractions.

2. RESEARCH METHODS

This research data was obtained from the results of distributing questionnaires to 100 foreign tourists who visited Tirta Empul Tourism Attraction. The number of samples has been calculated through the formula for determining the number of samples according to (Yamane, 1967). Data collection in this study involved 100 respondents consisting of 75 offline respondents and 25 online respondents. Data was collected through 14 field visits, using face-to-face methods and online survey to ensure the variety and accuracy of the data obtained. The sampling technique used was purposive sampling, with the criteria of having visited Tirta Empul in the last 1 year, being more than 18 years old, and actively using social media.

The analysis method used in this research is to use the Exploratory Factor Analysis (EFA) method. According to (Tabachnick, B. G., & Fidell, 2007) Exploratory Factor Analysis (EFA) is a technique used to uncover the underlying structure of a relatively large set of variables. The goal is to identify the number and nature of latent variables that account for the observed correlations among the variables. EFA is often used in the early stages of research to explore the potential factor structure of a dataset without

imposing a preceived structure on the outcome. The purpose of this factor analysis is to explore existing indicators or variables.

3. RESULTS AND DISCUSSION

3.1 Data Description

1. Respondent Profile

Based on 100 respondents who have been processed, information regarding the respondent's profile is obtained as a reference in describing the characteristics of respondents who are research samples. The profile of respondents in this study includes country of origin, source information, and traveling partner. Australia is the country of origin of most tourists, namely 15%. In second place is the United States of America with a total percentage of 11%. Meanwhile, in third place is France with a percentage of 10% of the total number of respondents. The source of information about Tirta Empul Tourism Attraction obtained by tourists is dominated by the internet or social media by 50%. While others get information sources from family or friends by 26%, travel agents by 18%, and brochures or tour guide books by 6%. Some respondents chose friends as traveling partners with a percentage of 46%. While others chose to go with family by 18%, with a partner 13%, with a tour guide by 11%, with coworkers by 3%, and traveling alone by 9%.

2. Instrument Test

The instrument test in this study was carried out with a validity test and reliability test using 30 respondents as a sample to be tested. According to (Cooper dkk., 2006) validity is a measure that shows that the variable being measured is really the variable that the researcher wants to study. The basis for making validity test decisions is done by comparing the r_{count} with the r_{table} . If the r_{count} value $> 0,361$, then the item is declared valid ($N=30$). From the result of the validity test on the push factor, there are 2 indicator items out of 21 indicators are declared invalid. In the pull factor, there is 1 indicator is declared invalid. This is because the indicator item has a r_{count} value $< r_{table}$ value. So then, the indicator item was eliminated from the research instrument.

Reliability refers to the consistency and reliability of measurement instruments over time. Reliability is a value that shows the consistency of a measuring device in measuring the same symptoms, each measuring device should have the ability to provide consistent measurement results (Abdullah, 2015). Reliability testing is done with Cronbach's Alpha technique. A research instrument is declared reliable if the alpha value is $> 0,60$. Based on the reliability test, both variables have been declared reliable because they have met the requirements for the Cronbach Alpha value $> 0,6$.

3.2 Result

1. Push Factor Analysis

a. KMO and Bartlett's Test

Kaiser Meyer Olkin (KMO) is a measure of data fit for factor analysis. KMO values of more than 0,5 are generally considered adequate, while values $> 0,5$ indicate that variables should not be used in factor analysis (Field, 2009).

Table 2: KMO and Bartlett's Test Push Factor
[Source: Analysis Results, 2024]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,724
Bartlett's Test of Sphericity	<u>Approx. Chi-Square</u>	<u>1194.073276</u>
	<u>df</u>	<u>171</u>
	<u>Sig.</u>	<u>0,000</u>

The table above shows that the KMO test results on the push factor variable have a KMO value of 0,724. The value of 0,724 indicates that the push factor variable has exceeded the KMO determination value. The Bartlett's Test sig value in the table above is $0,000 < 0,05$ and it is stated that the variables used are correlated and can be analyzed for the next stage.

b. Anti Image Matrix

According to (Kaiser, 1970) Anti Image Matrix is a matrix that shows the correlation between variables. This matrix is used asses the suitability of variables in factor analysis. The fit is done by comparing MSA Values.

Table 3: Anti Image Matrix Push Factor
[Source: Analysis Results, 2024]

Indicator	Item	MSA Value
Escape from a Perceived Mundane Environment	EP1	0,638
	EP2	0,689
	EP3	0,697
Exploration and Evaluation of Self	ES1	0,675
	ES2	0,696
	ES3	0,786
Relaxation	RE2	0,816
	RE3	0,891
	PR1	0,712
Prestige	PR2	0,797
	PR3	0,808
	Regression	RG1
RG2		0,840
Enhancement of Kinship Relationship	EK1	0,868
	EK2	0,693
	EK3	0,657
Facilitation of Social Interaction	FS1	0,772
	FS2	0,507
	FS3	0,554

Anti image is useful for determining variables that are suitable for use in factor analysis. The table above shows the results of data processing at this stage stating that all indicator items for the driving factor variable have a value greater than 0,5. It can be concluded the entire indicator is sufficient for further analysis.

c. Communalities

The communalities table is used to determine the ability of variables to explain a factor. Variables are considered capable of explaining factors if the extraction value is $> 0,5$. The following is the communalities value resulting from factor analysis with 19 indicators of the push factor variable

Table 4: Communalities Push Factor
[Source: Analysis Results, 2024]

Item	Extraction
EP1	0,736
EP2	0,849
EP3	0,791
ES1	0,799
ES2	0,822
ES3	0,595
RE2	0,726
RE3	0,497
PR1	0,789
PR2	0,860
PR3	0,500
RG1	0,611
RG2	0,810
EK1	0,769
EK2	0,761
EK3	0,685
FS1	0,648
FS2	0,747
FS3	0,554

Communalities are used to determine the ability of variables to explain a factor. Based on the table above, the communalities value of 19 indicators of the push factor variable statement, 18 statement indicators have an extraction value $> 0,5$. In addition, there is 1 indicator that has an extraction value $< 0,5$, namely the RE3 statement indicator (Relaxation indicator number 3) with an extraction value of 0,497. Thus the statement indicator must be removed and re-analyzed without the indicator.

d. KMO and Bartlett's Test (second test)

Kaiser Meyer Olkin (KMO) is a test stage carried out to determine the feasibility of variables in the study for further analysis. In conducting factor analysis, the KMO value is considered sufficient if the KMO value $\geq 0,5$ (Suliyanto, 2005). The table below is the result of the KMO and Bartlett's test state two.

Table 5: KMO and Bartlett's Test Push Factor (second test) Push Factor
[Source: Analysis Results, 2024]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,711
Bartlett's Test of Sphericity	Approx. Chi-Square	1158.199986
	df	153
	Sig.	0,000

After the second test at the KMO stage, a value of 0,711 was obtained, which shows that the KMO value has exceeded the KMO determination value. The Bartlett's Test sig value at this stage is $0,000 < 0,05$ and it is stated that the variables used are correlated and can be analyzed to the next stage.

e. Anti Image Matrix (second test)

Anti Image Matrix is useful for determining variables that are suitable for use in factor analysis. In the anti image correlation table, there are numbers with the letter code "a" which from a diagonal line. The table below is the result of the Anti Image Matrix in the second test.

Table 6: Anti Image Matrix (second test) Push Factor
[Source: Analysis Results, 2024]

Indicator	Item	MSA Value
Escape from a Perceived Mundane Environment	EP1	0,631
	EP2	0,684
	EP3	0,692
Exploration and Evaluation of Self	ES1	0,633
	ES2	0,679
	ES3	0,782
Relaxation	RE2	0,816
	PR1	0,706
Prestige	PR2	0,793
	PR3	0,793
Regression	RG1	0,674
	RG2	0,835
Enhancement of Kinship Relationship	EK1	0,865
	EK2	0,691
	EK3	0,647
Facilitation of Social Interaction	FS1	0,772
	FS2	0,504
	FS3	0,550

After the second test at the Anti Image Matrix stage, the data processing results state that all indicator items for the push factor variable in the second test have a value greater than 0,5. It can be concluded that the entire sample is sufficient for further analysis.

f. Communalities (second test)

Communalities are the amount of variance of an initial variable that can be explained by existing factors. In the table below is the

communalities value of 2 sub-variables consisting of 5 statement items on the pull factor variable.

Table 7: Communalities (second test) Push Factor
[Source: Analysis Results, 2024]

Sub Variabel	Extraction
Escape from a Perceived Mundane Environment	.753
Exploration and Evaluation of Self	.849
Relaxation	.787
Prestige	.829
Regression	.829
Enhancement of Kinship Relationship	.636
Facilitation of Social Interaction	.729
	.794
	.861
	.500
	.621
	.811
	.770
	.761
	.710
	.647
	.744
	.720

In the second test of the communalities stage, the extraction value of each variable is above 0,5, this shows that 50% of the variance of each variable can be explained by the formed factors. The greater the extraction value, the closer the relationship with the factors formed. In line with these results, further analysis can be carried out.

g. Total Variance Explained

Total variance explained refers to the percentage of total variance in the variables that can be explained by the factors that have been extracted (Costello, A. B., & Osborne, 2005). The factors formed are considered significant if they have an eigenvalue ≥ 1 (Suliyanto, 2005).

Table 8: Total Variance Explained Push Factor
[Source: Analysis Results, 2024]

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	6.052	33.623	33.623
2	2.232	12.403	46.026
3	2.107	11.708	57.733
4	1.719	9.548	67.282
5	1.241	6.894	74.176

Total variance explained serves to show the results of factor analysis computations and is used to determine the number of factors formed. There are 5 factors formed from the original 18 statement indicators.

The five factors are cumulatively able to explain 74,176% of the total value of the push factor.

- 1) Factor 1 can explain 33.623% with an eigenvalue of 6,052
- 2) Factor 2 can explain 12.403% with an eigenvalue of 2,232
- 3) Factor 3 can explain 11.708% with an eigenvalue of 2,107
- 4) Factor 4 can explain 9.548% with an eigenvalue of 1,179
- 5) Factor 5 can explain 6.894% with an eigenvalue of 1,241.

h. Rotated Component Matrix

According to (Tabachnick, B. G., & Fidell, 2007) is the result of factor analysis that has undergone rotation to achieve a simpler and easier to interpret structure. The requirement for the formation of a new factor is to have a value > 0,5. Variables that have a factor loading value > 0,5 are considered to have a large enough contribution to a factor.

Table 9: Rotated Component Matrix Push factor
[Source: Analysis Results, 2024]

	Component				
	1	2	3	4	5
PR2	.857	.201	.255	.145	.008
PR1	.851	-.134	.147	.163	-.052
EK1	.769	.285	-.212	-.006	.230
RG2	.756	.355	.196	.203	.184
EP2	.614	.528	-.409	.156	-.036
EK2	.566	-.039	.257	-.327	.517
PR3	.512	-.035	.331	.333	.125
EP3	.079	.844	.011	.100	.240
RE2	.049	.830	.016	.175	.077
ES3	.357	.637	.222	-.221	.076
EP1	.067	.578	.322	.486	.271
FS2	.140	.057	.830	-.002	.181
FS1	.076	-.068	.736	.278	.128
FS3	.143	.402	.716	.059	-.146
ES1	.086	.062	.150	.887	.091
ES2	.302	.166	.055	.841	.024
EK3	.158	.111	.025	.035	.819
RG1	-.015	.281	.130	.209	.694

Rotated component matrix analysis shows the variables that have been extracted into factors that have been formed based on factor loading after the rotation process. The push factor with 18 indicators that have been rotated successfully meets the criteria with a loading factor value $\geq 0,5$ which formed 5 new factors, namely the first factor consisting of PR2, PR1, EK1, RG2, EP2, EK2, and PR3; the second factor consisting of EP3, RE2, ES3, and EP1; the third factor consisting of FS2, FS1, and FS3; the fourth factor consisting of ES1 and ES2; and the fifth factor consisting of EK3 and RG1.

k. Naming the Factor Formed

The factors formed are given names that correspond to the variables grouped with the following description:

- 1) The first factor is called the Emotional Escape. This name includes aspects of prestige and self-image, as well as the need to escape social pressure and boredom which also includes strengthening family relationships and fulfilling emotional satisfaction..
- 2) The second factor is called the Self-Exploration and Escape Factor. This name includes aspects of escape from daily routines and self-exploration and evaluation that reflect motivation to seek new experiences and self-fulfillment in a spiritual environment
- 3) The third factor is called the Social Interaction Factor. This name covers aspects of tourist motivation related to social interaction and meeting new people in the spiritual environment such as Tirta Empul.
- 4) The fourth factor is called the Spiritual Self-discovery Factor. This name covers aspects of tourist motivation related to self-exploration and evaluation in the spiritual context at Tirta Empul
- 5) The fifth factor is called the Family Bonding and Simplicity Factor. This name covers all aspects of tourist motivation related to strengthening family relationships and achieving simplicity in life through a trip to Tirta Empul

2. Pull Factor Analysis

a. KMO and Bartlett's Test

KMO and Bartlett's Test is used to determine whether the variables are feasible or not if they are analyzed further. Factor analysis can be carried out if the KMO value is considered sufficient and the KMO value is $\geq 0,5$. Can be seen in the table below shows the KMO and Bartlett's Test of 5 indicators on the pull factor variable.

Table 10: KMO dan Bartlett's Test Pull Factor
[Source: Analysis Results, 2024]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	.672
	df	172.204
	Sig.	10
		.000

The result of the KMO test show the Kaiser Meyer Olkin (KMO) value of 0,672 which means it exceeds the value of 0,5. The Bartlett's Test of Sphericity value obtained is 172,204 with a significance of 0,000. These results indicate a correlation between indicators on the pull factor ($\text{sig} < 0,5$) so that the factor model can be used.

b. Anti Image Matrix

Anti - image matrix is a table that contains numbers marked "a" in the form of diagonal lines. The number that forms the diagonal line is the variable MSA amount. The magnitude of the number has the following conditions:

- 1) If $\text{MSA} \geq 0,5$, then the variable is predictable and can be analyzed further
- 2) If $\text{MSA} < 0,5$, then the variable cannot be predicted and cannot be analyzed further

In the table below are the results of MSA testing of 2 sub-variables of the pull factor variable.

Table 11: Anti Image Matrix Pull Factor
[Source: Analysis Results, 2024]

Indicator	Item	MSA Value
Novelty	NV1	0,712
	NV2	0,707
Education	ED1	0,529
	ED2	0,691
	ED3	0,672

The MSA test results of the 5 statement items observed in the model show that all statement items meet the MSA value requirements for further analysis, namely the MSA value > 0,5.

c. Communalities

Communalities indicate the adequacy of the variables to be explained by the factors in the model (Fabrigar et al., 1999). In the table below is the communalities value of 2 sub-variables consisting of 5 statement items on the pull factor variable.

Table 12: Communalities Pull Factor
[Source: Analysis Results, 2024]

Indicator	Item	Extraction
Novelty	I feel drawn to visit Tirta Empul because I want to seek new experiences during my vacation.	0,799
	I feel attracted to Tirta Empul because I want to explore things that I have never known before, such as spiritual tourism.	0,558
Education	I feel drawn to visit Tirta Empul because of the opportunity to broaden my horizons and knowledge of spiritual aspects.	0,829
	I believe that a vacation at Tirta Empul will provide me with a valuable educational experience about a unique spiritual tradition.	0,672
	I feel that taking the opportunity to visit Tirta Empul is my moral obligation to expand my knowledge of the world's cultural and spiritual heritage.	0,818

Based on the communalities test results, the extraction value of each variable is above 0,5, this indicates that 50% of the variance of each variable can be explained by the formed factors. The greater the extraction, the closer the relationship with the factors formed. In line with these results, further analysis can be carried out.

d. Total Variance Explained

Total Variance Explained refers to the percentage of total variance in a variable that can be explained by the factors extracted in a

factor analysis (Henson, R. K., & Roberts, 2006). The table below shows the total variance of the pull factors.

Table 13: Total Variance Explained Pull Factor
[Source: Analysis Results, 2024]

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.633	52.664	52.664
2	1.043	20.865	73.529

The total variance explained test results show the formation of 2 new factors. This is because factor 1 and factor 2 have an eigenvalue above 1.

The eigenvalue on factor 1 is 2,633 with a variance value of 52,644%. It means that factor 1 influences the factors that attract domestic tourists to visit Tirta Empul tourist attraction by 52,644%. The eigenvalue on factor 2 is 1,043 with a variance value of 20,865%. It means that factor 2 influences the factors that attract domestic tourists to visit Tirta Empul tourist attraction by 20,865%.

e. Rotated Component Matrix

The purpose of Rotated Component Matrix is to achieve a simpler and clearer factor structure (Gorsuch, 1983). Rotated Component Matrix shows the distribution of the variables that have been extracted into the factors formed based on factor loading after the rotation process is carried out.

Table 14: Rotated Component Matrix Pull Factor
[Source: Analysis Results, 2024]

	Component	
	1	2
NV1	.852	.272
ED2	.755	.320
NV2	.740	-.104
ED1	-.026	.910
ED3	.506	.750

The pull factor with 5 statement items that have been rotated successfully meets the criteria with a loading factor value > 0,5 which forms 2 new factors, namely: the first factor consisting of NV1, ED2, and NV2; while the second factor consists of ED1 dan ED3.

f. Naming the Formed Factors

The factors formed are given names that correspond to the variables grouped with the following description:

1. The first factor is called the Innovative Exploration Factor. This naming emphasizes the aspect of seeking new experiences that are unusual or different from others
2. The second factor is called the Spiritual Enrichment Factor. This name covers all aspects of tourist motivation related to expanding knowledge and insight into the spiritual aspects of Tirta Empul

4. CONCLUSION

Based on the results of the data analysis, the following results can be concluded:

1. From 9 sub-variables push factors consisting of 21 indicators, 5 new factors were formed after factor analysis. These new factors consist of emotional escape factor, self-exploration and escape factor, social interaction factor, spiritual self-discovery factor, and family bonding and simplicity factor. Of the five factors, the factor with the highest total variance explained value is the emotional escape factor which has a total variance explained value of 33,623%. This shows that this factor is concluded as a factor that encourages tourists to seek escape from social pressure and daily routines, with the hope of finding calm and peace in the spiritual environment of Tirta Empul
2. From the original pull factor, 2 new factors were formed after factor analysis. These factors consist of the innovative exploration factor and the spiritual enrichment factor. The factor that has the highest total variance explained value is the innovative exploration factor. The innovative exploration factor has the highest total variance explained values, which is 52,664%. This shows that the innovative exploration factor is the dominant factor in the pull factor. The innovative exploration factor is concluded as tourists' interest in new and innovative experiences offered by Tirta Empul, which allows tourists to explore things that have never been known before.

5. RECOMMENDATIONS

Based on the most dominant push factor, namely the emotional escape factor, it is recommended for managers of spiritual tourism attractions to create a calm and peaceful atmosphere. This can be done by providing retreat services, such as yoga, meditation, or spa if possible, and adapted to the conditions of the spiritual tourism attraction. This can be promoted through social media with visual content that prioritizes the relaxation experience that can be obtained at the attraction. In addition, considering self-exploration and escape, programs on self-development such as spiritual workshops. Stakeholders can use tourist testimonials to attract potential visitors who are looking for self-exploration. The social interaction factor can be improved by organizing socio-cultural events that encourage interaction between tourists such as festivals, workshops, and volunteer activities. Cozy communal areas such as cafes can also be a place for interaction. In terms of spiritual self-discovery, it can be done with self-reflection sessions and spiritual libraries to increase knowledge. Stakeholders can also provide family tour packages for family bonding and simplicity with joint activities such as picnics and traditional games.

Based on the most dominant pull factor, namely the innovative exploration factor, it is recommended for stakeholders of spiritual tourism attractions around Tirta Empul develop new attractions, such as interactive museums and tours guided by spiritual experts. These attractions can be introduced through digital marketing and influencer engagement. In terms of spiritual enrichment, stakeholders can provide educational programs on Balinese spirituality and culture, by building a cultural information center on spirituality. By implementing these strategies, stakeholders of spiritual tourism attractions around Tirta Empul can increase attractiveness, enrich the tourist experience, and make this destination more attractive and memorable for foreign tourists.

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