Motivation of Domestic Tourists Visiting Bongkasa Pertiwi Village, Bali, Indonesia

I Gede Eka Adreyana

Tourism Destination, Bali Tourism Polytechnic
Jl. Darmawangsa, Kampial, Kuta Selatan, Badung, Bali, Indonesia

*Corresponding author: ekaandreyana8209@gmail.com

ABSTRACT

This research, employing a quantitative descriptive approach, aims to understand the motivation of domestic tourists visiting Bongkasa Pertiwi Village, viewed from the dimensions of push and pull factors. Data were collected through questionnaires distributed to 100 respondents and analyzed using confirmatory factor analysis. The results of the study indicate that among the nine push factor dimensions and six pull factors investigated, each has dominant factors influencing domestic tourists to visit Bongkasa Pertiwi Village. The dominant push factors are: 1) wanting to enjoy a different atmosphere and environment, 2) wanting to enjoy the journey, 3) wanting to enjoy tourist attractions for pleasure, 4) wanting to spend time with friends or family, 5) wanting to impress family and friends, 6) wanting to meet and interact with new people, 7) wanting to learn about new cultures, 8) wanting to improve skills and self-evaluate, and 9) wanting to visit a place they have long wanted to visit. Meanwhile, the six dominant pull factors for tourists are: 1) affordable rental facility prices, 2) interesting historical sites, 3) good weather and climate, 4) strategic location, 5) comprehensive tourism facilities, and 6) safety from criminal acts.

Keywords: Bongkasa Pertiwi Village, push and pull factors, tourist motivation

1. INTRODUCTION

The tourism industry has been a key economic driver for Bali over the past twenty years. Additionally, the travel industry sector will remain a primary area for financial advancement in the future of Bali province. Despite fluctuations in tourist visits to Bali due to various factors, the overall trend continues to grow. Therefore, the Government of Bali Province, through the Department of Tourism and other related organizations, continues to strive to improve and refine existing tourism facilities and attractions, as

well as to develop areas with tourism otential (Apriyani, et al. 2023). One of them is Bongkasa Pertiwi Village, located in Badung Regency.

Bongkasa Pertiwi Village features cultural attractions such as Calonarang dance and Kunti Seraya dance, both of which are sacred dances performed only during major religious ceremonies refer in Bali as Odalan. There is also a tradition of Perang Sambuk or Fire War, held on Pengerupukan day, the day before Nyepi Day. Additionally, the village is home to the Batu Megong artifact at Pura Batu Megong. This gong-shaped relic has a history where neighboring villagers heard the sound of a gamelan (gong), even though no one in the village was playing it. These cultural tourist attractions have not been well managed by the Pokdarwis (Tourism Awareness Group) of Bongkasa Pertiwi Village, even though they have the potential to be fully developed. Proper management and development could attract more tourists to visit Bongkasa Pertiwi Village, both international and domestic, thereby increasing the number of tourist visits.

Additionally, Bongkasa Pertiwi Village offers natural attractions, such as the Ayung River, which flows from the north to the south of the village, featuring steep cliffs along its course. This river is utilized for rafting activities, and the cliff views are used for swing tourism activities. There is also a panoramic view of rice fields stretching across the Banjar Karang Dalem I and Banjar Karang Dalem II areas. These rice fields still use the subak system, an irrigation system in Bali governed by traditional regulations (*awig-awig*) highly respected by the community. The rice field areas are utilized for ATV, trekking, and cycling tourism activities. These natural attractions, managed by private companies or investors, attract a significant number of tourists to Bongkasa Pertiwi Village, with an average of 1,500 to 3,000 tourists per day for the three main activities: rafting, ATV, and swing. This makes Bongkasa Pertiwi the village with the highest number of tourist visits in Badung Regency.

Agung Oka Wijadarsana, the Chairman of Pokdarwis Bongkasa Pertiwi Village, explained that the average number of tourist visits to Bongkasa Pertiwi Village is dominated by international tourists, accounting for 95%, while domestic tourists make up 5%. Private companies have already marketed their tourism activities to various target markets, both international and domestic tourists, by collaborating with travel agents. Tourists arriving through travel agents are predominantly from China, followed by Europe. Although there are domestic tourists, their numbers are not as high as the private companies had hoped, unlike the high numbers of international tourists.

This issue needs to be addressed by government in collaboration with Pokdarwis Bongkasa Pertiwi Village to attract more domestic tourists to visit the village and simultaneously increase the number of domestic visits, which are still relatively low. This aligns with the expectations of the Regent of Badung, who aims to maintain and even increase the number of tourist visits to Badung Regency. Moreover, the government has prepared several programs to revive tourism in Bali, including the implementation of health protocols based on CHSE (Cleanliness, Health, Safety, and Environment) and the establishment of green zones for the Free Covid Corridor (FCC) program. The designated green zones are Ubud in Gianyar Regency, Indonesia Tourism

Development Corporation (ITDC) Nusa Dua in Badung Regency, and Sanur in Denpasar City.

Agung Oka also explained that during the recent Christmas and New Year holidays, Bongkasa Pertiwi Village was visited by groups of domestic tourists who wanted to enjoy outbound activities such as paintball, swing, and rafting. This marked the beginning of efforts to revive tourism and increase the number of visitors, especially domestic tourists, to Bongkasa Pertiwi Village. Therefore, it is essential to conduct an in-depth study to understand the motivation of domestic tourists visiting Bongkasa Pertiwi Village in Badung Regency. This understanding is necessary to better comprehend the desires of domestic tourists and to develop appropriate marketing elements. This motivation is influenced by both internal and external factors present in Bongkasa Pertiwi Village. Essentially, tourists who wish to travel are driven by internal desires (push factors) and the attributes of the tourist destination that serve as attractions (pull factors).

Several studies have discussed the factors influencing tourists' decisions to visit. Among them is Rahmawati et al. (2019) in their research titled "Analysis of Factors Influencing Tourists' Decision to Visit Tourist Villages: A Case Study of Batik Laweyan Tourist Village in Surakarta." This study analyzes the push and pull factors affecting tourists' decisions to visit the Batik Laweyan Tourist Village in Surakarta. The results show that the main push factors are the desire for recreation and learning about culture, while the main pull factors are cultural tourism attractions, availability of accommodations, and accessibility. Meanwhile, Zuraida et al. (2019) researched the same topic with the title "Factors Influencing Chinese Tourists' Decision to Visit Nusa Penida." This study identifies the factors affecting Chinese tourists' decisions to visit Nusa Penida in Bali. The results indicate that the main push factors are strengthening family bonds and wish fulfillment, while the main pull factors are amenities, accessibility, and tourist attractions. Setiawan & Affif (2020), in their research titled "Factors Driving and Attracting Tourists to Visit the Batik Giriloyo Tourist Village, Wukirsari, Imogiri, Bantul," analyze the push and pull factors for tourists visiting the Batik Giriloyo Tourist Village in Yogyakarta. The study shows that the main push factors are the desire for adventure and relieving stress, while the main pull factors are batik cultural attractions, the serene village atmosphere, and the hospitality of the local residents.

The studies reviewed consistently show that both intrinsic motivations and destination-specific attributes significantly influence tourist decisions. However, there are variations based on cultural contexts and tourist demographics. For instance, the emphasis on family bonds among Chinese tourists contrasts with the adventure-seeking motivations of domestic tourists in Indonesia. This highlights the need for a nuanced understanding of tourist motivations across different markets. Understanding the push and pull factors that drive tourism can help destination managers and marketers tailor their strategies to attract visitors. Additionally, marketing campaigns can be designed to tap into the specific motivations of target demographics.

Richardson and Fluker (2004), as cited in Pitana et al. (2005:66), state that an individual's decision to undertake travel is influenced by the strength of push factors and pull factors. These push and pull factors are internal and external elements that motivate tourists to travel. Push factors are generally socio-psychological (personal motivations), while pull factors are attributes of the destination. These factors serve as the basis for evaluating the motivations of domestic tourists visiting Bongkasa Pertiwi Village. This evaluation helps identify and maintain dominant factors while improving less effective ones to increase domestic tourist visits to Bongkasa Pertiwi Village in the future.

2. METHOD

This research uses a quantitative descriptive approach. Data were collected by distributing questionnaires in the form of Google Forms to domestic tourists who have visited Bongkasa Pertiwi Village in Badung Regency. The questionnaires were distributed through social media platforms such as Instagram and Facebook. A total of 100 respondents were selected using purposive sampling based on Taro Yamane's formula (2012:65). The data were then analyzed using factor analysis techniques to identify the dominant push and pull factors that motivate domestic tourists to visit Bongkasa Pertiwi Village.

3. RESULT AND DISCUSSION

The factor analysis used in this research is confirmatory factor analysis (CFA) with data collected from 100 domestic tourist respondents who have visited Bongkasa Pertiwi Village. Below are the results of the analysis of push factors and pull factors:

3.1 Analysis of Push Factors

From the factor analysis conducted, it is evident that there are a total of 20 push factor indicators, and 1 push factor indicator needs to be discarded due to not meeting the communalities value of > 0.5, specifically 0.429 for the indicator "desire to be healthy and fit" (X1.04). Subsequently, a re-analysis of the factor was conducted, starting with the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test using the remaining 19 indicators, which can be further analyzed. The results of this analysis of push factors are detailed as follows:

a. KMO and Bartlett's Test

Table 1: KMO and Bartlett's Test for Push Factors
(Source: Research Results)

KMO and Bartlett's Test		
KMO-MSA		.823
Bartlett's Test of Sphericity	*Approx. Chi-Square*	1309.072
	df	171
	Sig.	.000

To conduct factor analysis, the KMO value is considered adequate if it is ≥ 0.5 (Sulisyanto, 2005). As seen from Table 1 above, the KMO value is 0.823, which is greater than 0.5, indicating that 82.3% of respondents are sufficient. Therefore, it can be concluded that out of the 19 push factor indicators used in this study, the sample adequacy is strong and further analysis can be conducted. The table also shows that Bartlett's Test yields a significant value of 0.000 < 0.05, indicating that factor analysis can proceed to the next stage.

b. Anti-Image Matrices

Table 2: Anti-Image Matrices for Push Factors
(Source: Research Results)

Anti-Image Matrices			
Item	**Nilai MSA**	**Item**	**Nilai MSA**
X1.01	0,926	X1.11	0,761
X1.02	0,819	X1.12	0,843
X1.03	0,812	X1.13	0,866
X1.05	0,858	X1.14	0,819
X1.06	0,813	X1.15	0,746
X1.07	0,883	X1.16	0,846
X1.08	0,788	X1.17	0,818
X1.09	0,799	X1.18	0,900
X1.10	0,798	X1.19	0,806
		X1.20	0,682

Factor analysis requires that the data matrix has correlations to proceed with the analysis. Low values of MSA serve as considerations for discarding variables in the subsequent stage, with the requirement that MSA values should be ≥ 0.5. The MSA values on the anti-image correlation diagonal with the symbol "a" are expected to be above 0.5. These values can be observed in Table 2 above, where it can be seen that all 19 indicators have anti-image correlation values > 0.5. Therefore, all indicators are used in the further analysis process.

c. Communalities

Table 3: Communalities of Push Factor Dimensions
(Source: Research Results)

Dimension	**Item**	*Extraction*
Escape	X1.01	.667
	X1.02	.741
Relaxation	X1.03	.684
	X1.05	.723
Play	X1.06	.607
	X1.07	.795
Strenghening Family	X1.08	.822

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Bonds	X1.09	.748
Prestige	X1.10	.737
	X1.11	.775
Social Interaction	X1.12	.750
	X1.13	.670
Educational Opportunity	X1.14	.751
	X1.15	.728
	X1.16	.742
Self-fulfilment	X1.17	.504
	X1.18	.538
Wish-Fulfilment	X1.19	.594
	X1.20	.650

Based on the table above, it can be observed that two indicators composing the escape dimension have communalities values > 0.5. The output of communalities indicates that item X1.02 has the highest communalities value of 0.741. This suggests that 74.1% of the variance in item X1.02, "desire to enjoy a different atmosphere and environment," can explain the push factor of the escape dimension. This analysis is related to Bongkasa Pertiwi Village, which boasts a natural environment and rural atmosphere.

Furthermore, two indicators composing the relaxation dimension also have communalities values > 0.5. The output of communalities shows that item X1.05 has the highest communalities value of 0.723. This indicates that 72.3% of the variance in item X1.05, "desire to enjoy the journey," can explain the push factor of the relaxation dimension. This analysis is related to the scenic views of rice fields along the way to Bongkasa Pertiwi Village, allowing domestic tourists to enjoy their journey.

Additionally, two indicators composing the play dimension have communalities values > 0.5. The output of communalities reveals that item X1.07 has the highest communalities value of 0.795. This indicates that 79.5% of the variance in item X1.07, "desire to enjoy tourist attractions for pleasure," can explain the push factor of the play dimension. This analysis is related to the various tourist attractions in Bongkasa Pertiwi Village, such as vast rice field landscapes and the Ayung River with its beautiful cliffs, enhanced with additional activities like swing, ATV rides, and rafting.

Moreover, based on the table above, it can also be seen that two indicators composing the strengthening family bonds dimension have communalities values > 0.5. The output of communalities shows that item X1.08 has the highest communalities value of 0.822. This suggests that 82.2% of the variance in item X1.08, "desire to spend time with friends or family," can explain the push factor of the strengthening family bonds dimension. This analysis is related to the appealing tourist attractions and activities offered for spending time with friends or family, such as ATV rides, swing, and rafting.

Similarly, two indicators composing the prestige dimension have communalities values > 0.5. The output of communalities indicates that item X1.11

has the highest communalities value of 0.775. This suggests that 77.5% of the variance in item X1.11, "desire to impress family and friends," can explain the push factor of the prestige dimension. This analysis is related to the previous dimension of strengthening family bonds, allowing domestic tourists to leave an impression on their friends.

Furthermore, two indicators composing the social interaction dimension have communalities values > 0.5. The output of communalities shows that item X1.12 has the highest communalities value of 0.750. This indicates that 75.0% of the variance in item X1.12, "desire to meet and interact with new people," can explain the push factor of the social interaction dimension. This analysis is related to the educational tourism in Bongkasa Pertiwi Village, where domestic tourists can interact with the local community and participants.

Additionally, three indicators composing the educational opportunity dimension have communalities values > 0.5. The output of communalities reveals that item X1.14 has the highest communalities value of 0.751. This suggests that 75.1% of the variance in item X1.14, "desire to learn about new cultures," can explain the push factor of the educational opportunity dimension. This analysis is related to the utilization of cultural tourist attractions in Bongkasa Pertiwi Village, which are relatively new and attract domestic tourists.

Moreover, two indicators composing the self-fulfilment dimension have communalities values > 0.5. The output of communalities shows that item X1.18 has the highest communalities value of 0.538. This indicates that 53.8% of the variance in item X1.18, "desire to improve skills and self-evaluate," can explain the push factor of the self-fulfilment dimension. This analysis is related to the tourism activities offered, such as improving skills in ATV riding, swing, and rafting, which can be useful for self-evaluation during their visit to Bongkasa Pertiwi Village.

Lastly, two indicators composing the wish-fulfilment dimension have communalities values > 0.5. The output of communalities indicates that item X1.20 has the highest communalities value of 0.650. This suggests that 65.0% of the variance in item X1.20, "desire to visit a place I have long wanted to visit," can explain the push factor of the wish-fulfilment dimension. This analysis is related to the long-standing desires of domestic tourists when visiting Bongkasa Pertiwi Village to enjoy the tourist attractions and activities offered, such as ATV rides, swing, and rafting.

3.2 Analysis of Pull Factors

In the pull factor, there are 16 indicators, all of which can be included in the factor analysis.

a. *KMO and Bartlett's Test*

Table 4 shows that the KMO value is 0.736, which is greater than 0.5, indicating that 73.6% of respondents are sufficient. Therefore, it can be concluded that out of the 16 pull factor indicators used in this study, the sample adequacy is strong and further analysis can be conducted. The table also shows that Bartlett's

Test yields a significant value of 0.000 < 0.05, indicating that factor analysis can proceed to the next stage.

Table 4: KMO and Bartlett's Test for Pull Factors
(Source: Research Results)

KMO and Bartlett's Test		
KMO-MSA		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	1065.106
	df	120
	Sig.	.000

b. Anti-Image Matrices

Table 5: Anti-Image Matrices for Pull Factors
(Source: Research Results)

Anti-Image Matrices			
Item	Nilai MSA	Item	Nilai MSA
X2.01	0,747	X2.09	0,747
X2.02	0,696	X2.10	0,742
X2.03	0,833	X2.11	0,794
X2.04	0,596	X2.12	0,734
X2.05	0,608	X2.13	0,885
X2.06	0,830	X2.14	0,788
X2.07	0,765	X2.15	0,715
X2.08	0,797	X2.16	0,651

Factor analysis requires the data matrix to have correlations to conduct the analysis. Low MSA values serve as considerations for discarding variables in the subsequent stage, with the criterion that MSA values should be > 0.5. It can be observed from Table 5 above that all 16 indicators have anti-image correlation values > 0.5, indicating that all indicators can be used in the further analysis process.

c. Communalities

Table 6: Communalities of Pull Factor Dimensions
(Source: Research Results)

Dimensi	Item	Extraction
	X2.01	.852
Price	X2.02	.934
	X2.03	.787
Culture	X2.04	.952
	X2.05	.957
Natural Environment	X2.06	.668

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And Weather Attraction	X2.07	.735
	X2.08	.760
	X2.09	.894
Location	X2.10	.861
	X2.11	.778
	X2.12	.795
Service and Facilities	X2.13	.638
	X2.14	.578
Safety	X2.15	.922
	X2.16	.917

Table 6 shows that three indicators composing the price dimension have communalities > 0.5. The communalities output shows that item X2.02 has the highest communalities value, at 0.934. This indicates that 93.4% of the variance in item X2.02, namely 'Affordable facility rental prices,' can explain the attractiveness factor of the price dimension. This analysis result is related to the affordable facility rental prices in Bongkasa Pertiwi Village, such as ATV, swing, and rafting rentals.

Similarly, two indicators composing the culture dimension also have communalities > 0.5. The communalities output shows that item X2.05 has the highest communalities value, at 0.957. This indicates that 95.7% of the variance in item X2.05, namely 'Bongkasa Pertiwi Village has interesting historical sites,' can explain the attractiveness factor of the culture dimension. This analysis result is related to one of the historical sites in Bongkasa Pertiwi Village, namely Pura Batu Megong, which contains the megong stone artifact.

Likewise, three indicators composing the natural environment and weather attraction dimension have communalities > 0.5. The communalities output shows that item X2.08 has the highest communalities value, at 0.760. This indicates that 76.0% of the variance in item X2.08, namely 'Bongkasa Pertiwi Village has good weather and climate,' can explain the attractiveness factor of the natural environment and weather attraction dimension. This analysis result is related to the good and natural atmosphere of Bongkasa Pertiwi Village.

Three indicators composing the location dimension also have communalities > 0.5. The communalities output shows that item X2.09 has the highest communalities value, at 0.894. This indicates that 89.4% of the variance in item X2.09, namely 'Bongkasa Pertiwi Village has a strategic location,' can explain the attractiveness factor of the location dimension. This analysis result is related to the strategic location of Bongkasa Pertiwi Village, which is not too far from the city center and close to famous tourist attractions like Ubud and Sangeh.

Moving on to the service and facilities dimension, three indicators composing this dimension also have communalities > 0.5. The communalities output shows that item X2.12 has the highest communalities value, at 0.795. This indicates that 79.5% of the variance in item X2.12, namely 'Bongkasa Pertiwi Village has complete tourism facilities,' can explain the attractiveness factor of the service and facilities dimension. This analysis result is related to the complete

tourism facilities available in Bongkasa Pertiwi Village, ranging from accommodation facilities, toilet facilities, to parking facilities.

Lastly, two indicators composing the safety dimension also have communalities > 0.5. The communalities output shows that item X2.15 has the highest communalities value, at 0.922. This indicates that 92.2% of the variance in item X2.15, namely 'Bongkasa Pertiwi Village is safe from criminal activities,' can explain the attractiveness factor of the safety dimension. This analysis result is related to the presence of village security organizations called 'pecalang' in Bongkasa Pertiwi Village. Additionally, the village is also close to a police post located in Blahkiuh Village, namely Abiansemal Police Sector.

4. CONCLUSSION

Based on the analysis results, from the nine dimensions of factors driving domestic tourists to visit Bongkasa Pertiwi Village, each has a main factor or dominant factor that serves as the driving force for domestic tourists to visit Bongkasa Pertiwi Village, namely: (1) From the escape dimension, the most dominant item is X1.02, "Desire to enjoy a different atmosphere and environment," with a communalities value of 0.741. (2) From the relaxation dimension, the most dominant item is X1.05, "Desire to enjoy the journey," with a communalities value of 0.723. (3) From the play dimension, the most dominant item is X1.07, "Desire to enjoy tourist attractions for pleasure," with a communalities value of 0.795. (4) From the strengthening family bonds dimension, the most dominant item is X1.08, "Desire to spend time with friends or family," with a communalities value of 0.822. (5) From the prestige dimension, the most dominant item is X1.11, "Desire to impress my family and friends," with a communalities value of 0.775. (6) From the social interaction dimension, the most dominant item is X1.12, "Desire to meet and interact with new people," with a communalities value of 0.750. (7) From the educational opportunity dimension, the most dominant item is X1.14, "Desire to learn about new cultures," with a communalities value of 0.751. (8) From the self-fulfilment dimension, the most dominant item is X1.18, "Desire to improve skills and self-evaluation," with a communalities value of 0.538. (9) From the wish-fulfilment dimension, the most dominant item is X1.20, "Desire to visit a place I've long wanted to visit," with a communalities value of 0.650.

Meanwhile, from the six dimensions of factors attracting domestic tourists to visit Bongkasa Pertiwi Village, each has a main factor or dominant factor that serves as the attracting factor for domestic tourists to visit Bongkasa Pertiwi Village in Badung Regency, namely: (1) From the price dimension, the most dominant item is X2.02, "Affordable facility rental prices," with a communalities value of 0.934; (2) From the culture dimension, the most dominant item is X2.05, "Bongkasa Pertiwi Village has interesting historical sites," with a communalities value of 0.957; (3) From the natural environment and weather attraction dimension, the most dominant item is X2.08, "Bongkasa Pertiwi Village has good weather and climate," with a communalities value of 0.760; (4) From the location dimension, the most dominant item is X2.09, "Bongkasa

Pertiwi Village has a strategic location," with a communalities value of 0.894; (5) From the service and facilities dimension, the most dominant item is X2.12, "Bongkasa Pertiwi Village has complete tourism facilities," with a communalities value of 0.795; and (6) From the safety dimension, the most dominant item is X2.15, "Bongkasa Pertiwi Village is safe from criminal activities," with a communalities value of 0.922.

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