

# The Effect of Price, Promotion, and Location to the Interest of Tourist to Revisit Banten Lama

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Abstract: This study aims to determine the influence of price, promotion, and location on the interest in returning tourists to the tourism area of Banten Lama, both partially and simultaneously. This study uses price (X1), promotion (X2), location (X3) as variable X. While the aspects used to explain variable Y is the tourist's interest to revisit Banten Lama. The sampling technique was purposive sampling with a sample size of 100 respondents who have visited the Banten Lama tourist attraction. The data analysis method used is multiple linear regression analysis. This study shows that price, place, and promotion simultaneously have a significant effect on revisit interest. Price, place, and promotion partially have a significant positive impact on revisit interest.

## 1 INTRODUCTION

The cultural diversity and many tourism areas spread from Sabang to Merauke have made Indonesia a favorite tourist destination. Geographically, Indonesia is divided into three regions, namely eastern Indonesia, central Indonesia, and western Indonesia. Each of these parts is unique and diverse, which deserves to be explored. Banten Province is located in the westernmost region of Java Island. Banten has lots of natural attractions and cultural and religious tourism areas.

Table 1: The Number of Serang City's Tourist 2016-2019

Year	International Tourist	Domestic Tourist	Total
2016	788	309.117	309.905
2017	98	862.225	862.323
2019	631	12.789.777	12.790.408

Source: BPS of Serang City 2020 (data processed)

In 2019, 12.790.408 tourists were visiting the city of Serang (the capital city of Banten Province), both foreign and domestic tourists. 2016-2019 tourist visits can be seen in Table 1. The table shows that there was an increase in the number of tourists. There were 309.905 visits in 2016, 862.323 visits in 2017, and 12.790.408 visits in 2019.

One of the Banten's interesting tourist icons is the Banten Lama Area, located in the Kasemen sub-district, Serang city. In this area, there are several tourist destinations that can be visited by tourists, including the remains of the Surosowan Palace, Kaibon Palace, and Spellwijk Fortress. In the area, there are also the Banten Archaeological Museum, Banten Grand Mosque, and Vihara Avalokitesvara.

Banten Province has been established since 2000, but it was only in 2018 that the Banten government began to revitalize the historic tourism area of Banten Lama. The local government has prepared a budget of Rp. 220 billion for this revitalization project. Since 2018, the Banten provincial government and the Public Housing and Settlement Service (PERKIM) have begun to organize the Banten Lama Area Arrangement (Phase I). This arrangement includes the arrangement of the mosque area, the construction of the mosque plaza, the museum plaza, the amphitheater, and the Surosowan Bull Park.

In 2019, Public Housing and Settlement Services Office (PERKIM) organized the area around Banten Lama, namely the Speilwijk Fortress, Kaibon Palace, the Pacinan Mosque area, and the mosque area Sultanate of Banten.

The development of tourism and culture in the Banten Lama area has a strategic meaning. This tourism sector is expected to generate income for the Banten government, and support the development of

regional development, improving the community welfare. The construction of the Banten souvenir center can be utilized by Small Medium Enterprises (SMEs) to promote and sell their products so that the visitors are not only pilgrimages and enjoying the beauty of the Banten Sultanate Area.

Related to the marketing system, the Banten provincial government has implemented a price, promotion, and location strategy.

Price can be one of the reasons for whether the products offered are sold or not. Incorrectly determining the price will certainly have fatal consequences for the products being offered and result in the product not being sold in the market. Yuan et al. (2019) found a relationship between price and customer satisfaction.

Promotional factors can also influence consumer behavior in making purchasing decisions. Promotion is when the companies inform and remind the consumers about the products they sold (Kotler & Keller, 2009). Marketing communication is a marketing activity that seeks to influence the target market for the company and its products to be willing to purchase and loyal to the products (Tjiptono, 2012).

Some previous researchers made a study about price, promotion, location, and buyer decision. The study's findings are varied. Mahmudah (2019) stated that promotion has a positive effect on the desire to revisit the tourism object. Walukow and Mananeke (2014) examined the effect of the product, promotion, price, and location on the consumer purchasing decisions at the Minahasa Sonder Center Bentenan. The results showed that those variables had a significant positive effect on consumer purchasing decisions.

Then, Fure (2013) found that location, price, product, and service give effect to the interest of the buyer in Bersehati Traditional Market. In another study, Brata et al. (2017) found that the product, price, location, and promotion influence the purchasing decision, partially and simultaneously. Location or place factor for each business is an important task for marketers because a wrong decision can lead to decision making that can fail before the business starts. Site selection has a strategic function because it can participate in determining the achievement of the goals of the business entity. The location is easy to reach by consumers, and close to the crowd is the right location for business.

Sianipar (2020) stated that the price has a significant effect on the interest in visiting back to Lake Toba, the location has a significant effect on the interest in visiting back to Lake Toba and simultaneous product, price, location, and promotion

have a significant effect on the interest of visiting Lake Toba again.

However, Arifin (2019) study found that prices influence the interest of tourists in Sine Beach, but promotion does not affect the interest. Then, the location influences tourists interest in Sine Tulungagung Beach. Simultaneously, promotions, prices, and locations give effect to the tourists' decision in Sine Beach. Then, Matzler (2019) finds that the repeat visitors' word of mouth is not influenced by prices.

Those previous researches are varied. Therefore, the purpose of this research is to identify the effect of the price, promotion, and location strategies and its influence on interest in returning to revisit the Banten Lama Tourism Area.

## 2 LITERATURE REVIEW AND HYPOTHESES

### 2.1 Revisit the Tourism Object

Customer satisfaction is the most important priority (Brata et al., 2019). The decision to visit a tourism object again is basically closely related to consumer behavior. Consumers who still have an interest in tourist objects will certainly come back to these attractions.

### 2.2 Price, Promotion, and Location

After determining the target market and the position of the desired product in the minds of consumers, the company needs to design a program so that the product can get a response from the target market. Marketing makes individuals or groups get what they need and want by offering products of value to other parties (Shinta, 2011).

#### 2.2.1 Price

Price can be one of the reasons for whether the products offered are sold or not. The price of a good or service is a determinant of market demand. Incorrectly determining the price will certainly have fatal consequences for the products being offered and result in the product not being sold in the market.

According to Kasmir (2015), pricing by a company is intended with various objectives to be achieved. The objectives of pricing, in general, are as follows: to survive, maximize profits, increase market share, show high product quality.

Pricing decisions are quite complex and difficult problems in a company. Pricing is a critical decision that supports the success of both profit, and non-profit organizations and this decision is not easy to make. On the other hand, a too high price can quickly increase short-term profits, but on the other hand, it will be difficult for consumers to reach. Conversely, if the price is too low, the market share can soar, but the contribution margin and net profit obtained will decrease. Besides, some consumers may perceive the quality is bad.

The amount of price that must be installed is of course adjusted to the purpose of determining the price. There are three basic strategies in pricing, namely: skimming pricing, penetration pricing, and status quo pricing. Skimming pricing is by setting the highest initial product price with the aim that the product or service is of high quality. Penetration pricing is by setting the lowest possible price with the aim of dominating the market. Then, in the status quo pricing, the price is set according to competitor prices.

### 2.2.2 Promotion

In managing a marketing communication system, it requires a strategy design and sales programs that are effective and efficient. Sales promotion is a key element in corporate campaigns, and the best promotions are promotions carried out by satisfied customers. Thus, promotion needs to be carefully handled because we have to manage how much costs are incurred for this cost, which must be adjusted to its conditions and capabilities (Arifin, 2019).

### 2.2.3 Location

Location means relating to where the company must work and carry out its business activities. Sulistiyana (2015) states that facilities are tools which support the operation of tourism object to accommodate all the needs of tourists.

According to Elliott et al. (2012), the location is the company's activity to deliver products or services that are available to consumers at the right time and place. Through the places, then a company can put the products/services to be reached by the target customers (Brata et al., 2017) taken. The samples used in this study are tourists who intend to visit again. The sample in this study was taken randomly with a total of 100 respondents.

## 2.3 Research Framework and Hypothesis

Tjiptono (2005) stated that the marketing mix is a set of tools that marketers could use to shape the characteristics of the consumers service. This shows that if the marketing mix strategy is implemented properly, it will affect interest in returning to visit.

Most previous research finds a relationship between price, promotion, location, and interest in returning to visit. With a good community mix strategy, it is hoped that interest in visiting again will increase.

The framework of this research can be described as follows:

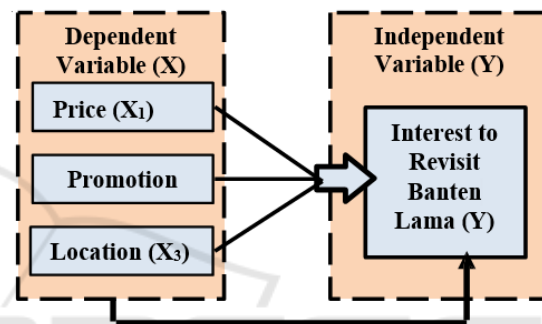


Figure 1: Research Framework

Based on Figure 1, the theoretical framework can be explained that the marketing mix can influence the interest in returning to visit either partially or simultaneously.

Based on the framework above, the authors propose the following hypothesis:

- H<sub>1</sub>: Price, promotion, and location simultaneously have a significant effect on revisit interest
- H<sub>2</sub>: Price, promotion, and location partially have a significant positive impact on revisit interest.

## 3 RESEARCH METHODOLOGY

This study uses a causal design. Causal design is useful for measuring the relationship between variable X and variable Y where the dependent variable (variable Y) is explained or influenced by a certain independent variable (variable X).

In this study, the population is classified as all tourists who have visited the tourist area of Banten Lama at least one time. The type of sample used in this research is purposive sampling, which means that the researcher determines the sample to be taken. The samples used in this study are tourists who

intend to visit again. The sample in this study was taken randomly with a total of 100 respondents.

Measurement of variables in this study was carried out by measuring each question item. The measurement scale uses a Likert scale with 5 intervals. The measurement intervals are:

Strongly Disagree: 1

Disagree: 2

Neutral: 3

Agree: 4

Strongly Agree: 5

This research is using a quantitative descriptive study. Data is collected by surveys, questionnaires, and literature review. The data collection method in this research is done by distributing a questionnaire. The questionnaire is a list of questions that are relevant to research variables aimed at research subjects or respondents.

Multiple Linear Regression is used to determine the magnitude of the indirect effect of the moderating effect of the training and work motivation variables on the work productivity variable. The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

Note:

Y = Revisit Interest

b = Regression Coefficient

X = Price, Promotion, Location

The coefficient of determination ( $R_2$ ) shows the percentage effect of all independent variables on the dependent variable. The value of  $R_2$  differs from 0 to 1. The closer to 1, the independent variable almost provides all the information to predict the dependent variable or is an indicator that shows the stronger ability to explain changes in the independent variable to the dependent variable.

F test (simultaneous test) aims to determine how far all the independent variables together can influence the dependent variable. In other words, the F test is used to test whether together (simultaneously) the independent variables affect the dependent variable. In this study, the F test was carried out to determine the regression coefficient of the independent or independent variable on the dependent variable. The steps that must be taken are: a. Create a hypothetical formula

Ho: This means that there is no significant effect of the simultaneous independent variables on the dependent variable.

Ha: This means that there is a significant effect of the simultaneous independent variables on the dependent variable.

b. 95% confidence level or 5% significance c. Make a conclusion

- $H_0$  is rejected if the F value is  $< 0.05$ : it means that the independent variable (X) simultaneously has a significant effect on the dependent variable (Y).
- $H_0$  is accepted if the value of F value  $> 0.05$ : it means that the independent variable (X) simultaneously does not have a significant effect on the dependent variable (Y).

Testing the effect of independent variables independently is carried out to see the significance of the influence of the independent variables to the dependent variable, by assuming the other independent variables are fixed. The t-test is the value of the regression coefficient, which shows the closeness of the partial effect of each independent variable on the dependent variable. The steps that must be taken are:

a. Create a hypothetical formula

Ho: This means that there is no significant effect of the individual (partial) independent variables on the dependent variable.

Ha: This means that there is a significant effect of the individual (partial) independent variables on the dependent variable.

b. 95% confidence level or 5% significance

c. Make a conclusion

- $H_0$  is rejected if the F value is  $< 0.05$ : it means that the independent variable (X) partially has a significant effect on the dependent variable (Y).
- $H_0$  is accepted if the value of F value  $> 0.05$ : it means that the independent variable (X) partially have no significant effect on the dependent variable (Y).

Multiple linear regression models can be called a good model if the model meets the data normality assumptions and is free from the classical statistical assumptions of normality, multicollinearity, heteroscedasticity, and autocorrelation.

a. Normality Test

This normality test is carried out to determine whether the dependent variable, independent variable, or both, is normally distributed, is close to normal, or not.

The normality test in this study was carried out by the Kolmogorov - Smirnov method.

b. Heteroscedasticity Test

Heteroscedasticity tests the difference in the residual variance of one observation to another observation period. To predict the presence or the absence of heteroscedasticity in a model, we could see the Scatterplot image pattern, a regression that does not occur heteroscedasticity if:

1. Data points cross above and below or around the 0,
2. Data points don't cluster just above or below, and
3. The spread of data points should not form a wavy pattern that widens then narrows and widened again.

## 4 RESULTS AND DISCUSSION

Respondents as subjects are tourists who have visited the Banten Lama Tourism Area at least 1 (one) time. The object in this study is the tourist interest in returning to the Banten Lama tourism object. The sample in this study was taken randomly, with a total of 100 respondents.

### 4.1 Classical Assumption Test

#### 4.1.1 Normality Test

Table 2: Kolmogorov-Smirnov Test Result

Description		Unstandardized Residual
N		81
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Dev	1.76498259
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.042
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: Primary Data Processed, 2020

Based on the results of the normality test above, it can be concluded that the research data for each variable is normally distributed because it has a significant value of 0.200 which is greater than 0.05.

#### 4.1.2 Heteroscedasticity Test

Based on Figure 2, it can be seen that there is no clear pattern in the scatterplot graph. In addition, the points spread above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the regression model.

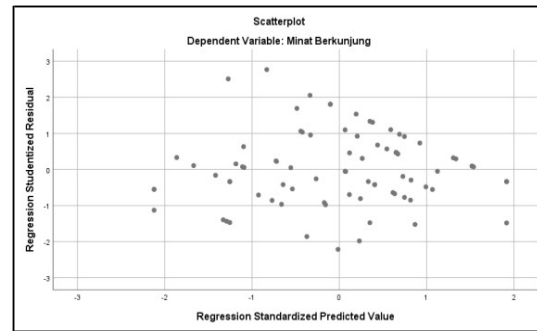


Figure 2: Heterokedasticity Test Result

## 4.2 Multiple Linear Regression

### 4.2.1 F Test

Table 3: Regression Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	285.676	3	95.225	29.422	.000 <sup>b</sup>
Residual	249.213	77	3.237		
Total	534.889	80			

a. Dependent Variable: Revisit Interest  
 b. Predictors: (Constant), Promotion, Price, Location  
 Source: Primary Data Processed, 2020

Based on Table 3, it can be seen that the significance value is 0.000 < 0.05, so from the results of this calculation, it is concluded that it is proven that the independent variables (price, place, and promotion) have a simultaneous effect on the dependent variable (interest to revisit the tourism object).

### 4.2.2 T Test

Table 4: Coefficients

Model		Unstandardized Coefficients		Stand. Coef.	t	Sig.
		B	Std. Error	Beta		
1	Constant	1.50	1.683		.89	.37
	Price	.274	.104	.220	2.6	.01
	Place	.308	.108	.283	2.8	.00
	Promotion	.440	.103	.414	4.3	.00

a. Dependent Variable: Revisit Interest

Source: Primary Data Processed, 2020

Table 4 shows that:

- a. The significance value of Price is 0.010 < 0.05, and it can be concluded that partially the Price variable has a significant effect on Interest to Revisit.

- b. The significance value of Place is  $0.006 < 0.05$ , it can be concluded that partially the Place variable has a significant effect on Interest to Revisit.
- c. The promotion significance value is  $0.000 < 0.05$ , and it can be concluded that partially the Product variable has a significant effect on Interest to Revisit.

### 4.2.3 The Amount of Simultaneous ( $R_2$ ) and Partial Influence ( $r_2$ )

Table 5 shows the model summary of the simultaneous amount. The table shows that the predictors in this study are promotion, price, and location. Those are the independent variables.

The dependent variable in this study (that showed in Table 5) is the Interest to Revisit Banten Lama. Based on Table 5, it is known that simultaneously the magnitude of the influence of the X variable (Price, Place, and Promotion) on Y variable (Interest in Revisiting) is 51.6%.

Table 5: Model Summary

R Square	Adjusted R Square	Std. Error of the Estimate	Adjusted R Square*100
.534	.516	1.799	51,6%

Source: Primary Data Processed, 2020

The amount of influence partially can be seen in the following table 6:

Table 6: Coefficients

Model	Correlations			$r^2$	$r^{2*100}$
	Zero order	Partial	Part		
Constant					
Price	.437	.287	.205	0.082	8,2%
Place	.606	.308	.221	0.095	9,5%
Promotion	.643	.439	.333	0.193	19%

Source: Primary Data Processed, 2020

Table 6 shows that the independent variable, which has a dominant influence on the dependent variable, is the promotion variable with the magnitude of 19.27%.

### 4.3 Discussion

The results of this study support the second hypothesis that price has a significant positive effect on the interest of tourists to revisit the Banten Lama Tourism Area, Serang City. The result of this study are consistent with research conducted by Yuan et al.

(2019) stated that there is a direct relationship between price and customer satisfaction. Alvianna et al. (2020) also study the effect on customer satisfaction. The research found that the perception of tourists felt has a positive impact.

This study also finds that promotion has a positive effect on the interest of tourists to revisit the Banten Lama Tourism Area, Serang City. Then, location has a positive effect on the interest of tourists to revisit the Banten Lama Tourism Area, Serang City. These findings are consistent with research conducted by Mahmudah (2019), who found that promotion has a positive effect on the desire to revisit the tourism object. Furthermore, the other study that consistent with this study result is the study from Sianipar (2020) that did research about the influence of product, price, location and tourism promotion on the interest of visiting Lake Toba tourism. He stated that the conclusion of the research is that the product has a significant effect and is the dominant variable that influences the interest in returning to Lake Toba, the price has a significant effect on the interest in visiting back to Lake Toba, the location has a significant effect on the interest in visiting back to Lake Toba, Toba and simultaneous product, price, location, and promotion have a significant effect on the interest of visiting Lake Toba again. This can be concluded that the hypothesis in this study, namely price, promotion, and location has a significant positive effect on the Interest in Revisit to Banten Lama can be accepted and proven true. In addition, Zainab (2018) found that the better pricing strategy applied, the existence of the object, and the level of promotion made will increase the decision of people to stay at the hotel. In addition, Sandrio et al. (2020) stated that the destination image does not affect loyalty directly.

The destination image influences loyalty through tourist satisfaction. In Banten Lama, the government has been building a lot of infrastructure and tourist attractions. It shows the government realizes that the existence of tourist attractions is significant in creating the image of the tourism area. The government is still giving updated information to the customers by media and continue to maintain historic places and build good facilities in the Banten Lama.

## 5 CONCLUSION

The results of the study support the hypotheses. Price, location, and promotion simultaneously has a significant effect on the interest to revisit the Banten Lama tourism object. The magnitude of the effect of

simultaneous price, location and promotion on interest to revisit is 51.6%.

Then, price, location, and promotion partially have a significant positive impact on revisit interest. Price has a significant effect on the interest to revisit Banten Lama area. The amount of influence is 8.23%. Location has a significant effect on interest to revisit Banten Lama. The amount of influence is 9.48%. After that, promotion has a significant effect on interest to revisit Banten Lama. The amount of influence is 19.27%.

Recommendations for strategies to increase the interest to revisit Banten Lama tourism area include: the local government should pay attention to price, place, and promotion factors for visitors. The government should increase the services, facilities, and updated information to the customers by media and continue to maintain historic places.

The study was conducted only in limited areas of Banten. This work can be extended further by involving more of the tourism areas of Indonesia so that the actual figure of revisit decision can be found.

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