Ekuitas: Jurnal Pendidikan Ekonomi
Volume 10, Number 1, Tahun 2022, pp. 210-218
P-ISSN: 2354-6107 E-ISSN: 2549-2292
Open Access: https://ejournal.undiksha.ac.id/index.php/EKU

Analysis of Tourism Product Innovation and Viral Marketing on Tourist Visiting Decisions in The New Normal Era Through Tourism Image in Bangli District

Made Mulia Handayani[1*], Nyoman Dwika Ayu Amrita[2], Made Ayu Desy Geriadi[3], Luh Erynayati[4], I Made Kartika[5]

[1,2,3,4,5]*Ngurah Rai University, Denpasar - Indonesia*

A R T I C L E I N F O

Article history:
Received June 23, 2022
Received in revised form June 27, 2022
Accepted June 27, 2022
Available online June 28, 2022

Kata Kunci:
Citra pariwisata, inovasi produk pariwisata, keputusan berkunjung wisatawan, viral marketing.

Keywords:
Tourism imager, tourism product innovation, tourist visiting decisions, viral marketing.

A B S T R A K

Sejak adanya pandemi Covid-19 terjadi penurunan jumlah wisatawan ke Kabupaten Bangli, maka perlu dilakukan suatu inovasi agar dunia pariwisata di Kabupaten Bangli dapat terus berkembang. Penelitian ini bertujuan untuk mengetahui pengaruh inovasi produk pariwisata terhadap citra pariwisata, mengetahui pengaruh viral marketing terhadap citra pariwisata, mengetahui pengaruh inovasi produk pariwisata terhadap keputusan berkunjung, mengetahui pengaruh viral marketing terhadap keputusan berkunjung dan mengetahui pengaruh citra pariwisata terhadap keputusan berkunjung. Sampel dalam penelitian ini berjumlah 96 wisatawan. Penelitian ini menggunakan Structural Equation Modeling (SEM) dengan pendekatan variance based atau component based dengan Partial Least Square (PLS). Hasil dalam penelitian ini membuktikan bahwa inovasi produk pariwisata berpengaruh positif dan signifikan terhadap citra pariwisata, viral marketing berpengaruh positif dan signifikan terhadap citra pariwisata, inovasi produk berpengaruh positif dan signifikan terhadap keputusan berkunjung, viral marketing berpengaruh positif dan signifikan terhadap keputusan berkunjung, viral marketing berpengaruh positif dan signifikan terhadap citra pariwisata berpengaruh signifikan terhadap keputusan berkunjung, dan citra pariwisata. berpengaruh positif dan signifikan terhadap keputusan berkunjung.

A B S T R A C T

Since the Covid-19 pandemic there has been a decline in the number of tourists to Bangli district, it is necessary to make an innovation so that the world of tourism in Bangli district can continue to develop. This study aims to determine the effect of tourism product innovation on tourism image, to determine the effect of viral marketing on tourism image, to determine the effect of tourism product innovation on visiting decisions, to determine the effect of viral marketing on visiting decisions and to determine the effect of tourism images on visiting decisions. The sample in this study amounted to 96 tourists. This study uses Structural Equation Modeling (SEM) with a variance based or component based approach with Partial Least Square (PLS). The results in this study prove that tourism product innovation has a positive and significant effect on tourism image, viral marketing has a positive and significant effect on tourism image, product innovation has a positive and significant effect on visiting decisions, viral marketing has a positive and significant effect on visiting decisions, and tourism image. has a positive and significant effect on visiting decisions.

* Corresponding author.
E-mail : muliahandayani29@gmail.com (Made Mulia Handayani)

1. Introduction

Bali is an area that is developing through the tourism sector. One of the leading tourism products in Bali is cultural tourism and nature tourism. Since February, Indonesia has been affected by Covid 19. This pandemic has affected all sectors, especially the economy in the tourism sector. The Association of Indonesian Tourism Industries (GIPI) Bali stated that Bali has the potential to lose up to Rp138.6 trillion or US $ 9 billion (referring to an exchange rate of Rp.15,400 per US dollar) due to the Covid 19 pandemic. The decline in Bali tourism revenue has occurred since February 2020. The decline in the number of tourists foreign countries continue to occur, in March 2020 it decreased by 42.32 percent. In April 2020 there was a decrease in visits by 93.24 percent. Currently the island of Bali is deemed necessary to innovate in the tourism sector to be able to compete with other destinations in various countries in facing the New Normal (Cahya, 2020).

Bangli Regency is one of the districts in Bali that was affected by the Covid-19 pandemic. In 2018, a total of 29 Tourism Villages have been designated by the Bangli Regency Government. The tourist village is spread over 4 districts. The potential of the 29 tourist villages in Bangli varies, from cultural tourism, geological tourism, agro tourism, spiritual tourism to nature tourism. Most of that number, namely 20 tourist villages located in the mountainous area of Kintamani District. There are nine tourist villages spread across 3 sub-districts, namely Bangli District where Penglipuran Village is a cultural tourism village. Guliang Kangin Village as a natural tourism village Pengotan Village as a geological tourism village, Sedit Village as a spiritual tourism village. Tembuku District has Undisan Village as a natural tourism village, Jehem Village as a natural tourism village, Tembuku Village as a natural tourism village, Peninjoan Village as a natural tourism village), and in Susut District there is Kayuambua Village as natural tourism 20 Other tourist villages are in the sub-district Kintamani. Namely Terunyan Village as cultural tourism, Bayung Gede Village as cultural tourism, Kintamani Village as natural tourism, Belaing Village as natural tourism, Pinggan Village as natural tourism, Abang Songan Village as natural tourism, Abang Batudingding Village as natural tourism, Songan A Tourism Village as natural tourism, Songan B Village as natural tourism, Kutuh Village as agro tourism, Kedisan Village as geological tourism, Suter Village as natural tourism, Buahan Village as natural tourism, Sukawana Village as cultural tourism, North Batur Tourism Village as nature tourism, Village Central Batur Tourism as natural tourism, Batur Selatan Village as natural tourism, Bunutin Village as natural tourism, Selulung Village as natural tourism, and Catur Village as natural tourism.

Before the covid-19 pandemic, Bangli district had become one of the natural tourist destinations that were visited by quite a lot of tourists. So that tourism in Bangli district can continue to develop in this new normal era, it is necessary to carry out various innovations and appropriate promotional strategies. According to Sofhatutrohmah (2018) tourism product innovation is able to increase tourist visits through the addition of new components / new rides, introducing new processes and opening new markets (Ningsih, 2018).

The concept of product innovation is needed by a tourist area to be a good area, namely in order to achieve a high number of tourist visits. The increase in visits made by tourists has implications for many things within the institution, for example improving employee welfare, improving the economy of the surrounding community due to the manager's contribution to the community. The definition of the concept of product innovation, among others, is according to Joseph Schumpeter (in Nana: 2011) "The commercialization of all new combinations based upon the application of: (1) New materials and components; (2) The introduction of new processes; (3) The opening of new markets; (4) The introduction of new organizational forms (Herdiana, 2011).

Besides product innovation, increasing tourist visits also needs to be done through viral marketing. Viral marketing is one of the most important aspects of success Business, or known as word-of-mouth promotion, this method is one of the cheapest ways to market a product. aim. In simple terms, it refers to the transmission of a marketing message from one individual to another or what issomeone says about a certain company to someone else. Although this message can be conveyed orally, today it is more most likely the message will appear on someone's Facebook as part of their daily life. Viral marketing can too ruin the company or make it one of its most successful companies in the field (Kiran, Majumdar, & Kishore, 2012)

(Widiastutik, 2019) found that viral marketing has a positive effect on tourist visiting decisions, the higher public awareness of continuous information via the internet and word of mouth, the more visitors will visit tourist areas. This research is not in accordance with the results of research conducted by Murtadl (2019). Resulting in research which explains that the viral marketing variable has no significant effect on visiting decisions (Murtadl & Nizar, 2019).

In visiting decisions or purchasing decisions, consumers actually choose products that are considered according to their needs and desires, which in a product depends on the inherent image so that marketers

must be able to provide the best in accordance with what is needed and what consumers want. This is the case with tourism products, consumers choose according to their needs and desires.

According to research by (Diposumarto, N, Purwanto, & Ramdan, 2015), it is clear that the image of a destination has a significant influence on purchasing decisions. Meanwhile, according to (Suwarduki, P, Yulianto, & Mawardi, M, 2016) explained that the image of the destination had an insignificant influence on visitor decisions.

Based on data from the Bangli Regency Tourism and Culture Office, it can be seen that the growth in tourist visits to Bangli district from 2014 to 2019 (*Bangli Regency Tourism and Culture Office*, 2020).

Table 1. Growth of Tourist Visits to Bangli Regency from 2014 to 2019

No	Year	number of visits	Growth (%)
1	2014	647.607	0.00
2	2015	610.349	5,75
3	2016	695.123	13,89
4	2017	790.822	13,77
5	2018	704.482	10,92
6	2019	1.231.890	74,86%

Based on table 1, it can be seen that the growth of tourist visits to Bangli district has changed from year to year. The decrease in the number of visits occurred in 2017 by 2.85% or a decrease of 86,340 people compared to the growth in tourist visits in 2016. The highest increase in the number of visits was recorded in 2019, amounting to 63.94% or as many as 527,408 people. This means that Bangli district has become a tourist destination visited by many tourists in 2019.

The growth of tourists in 2020 has decreased quite significantly due to the COVID-19 pandemic. The data on the decline in tourists can be seen in figure 1.

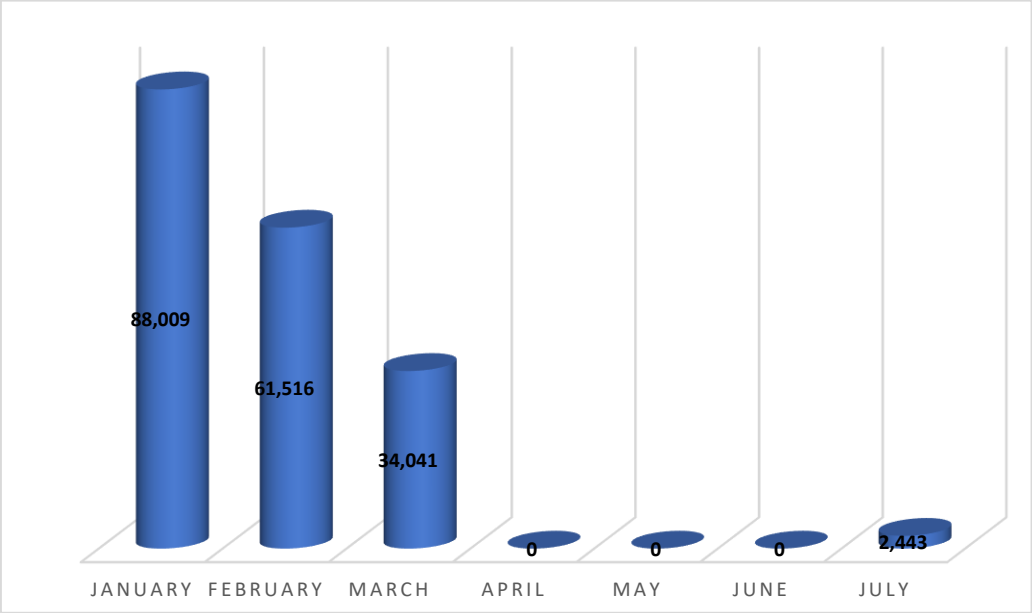

Figure 1. Data on Tourist Visits to Bangli Regency from January to July 2020

Based on figure 1, tourist visits to Bangli district from January to July 2020 show a decline. The number of tourists in January was 88,009 tourists, in February there were 61,516 tourists and in March there were 34,041 tourists. In February there was a decrease in visits by 26,493 people, in March there was a decrease of 53,968 people, and in April, May and June there were no tourist visits to Bangli district, this was due to the closure of tourist objects in Bangli district. In July, tourist attractions in Bangli Regency began to open. A total of 2,443 tourists visited Bangli district, most of them visited the Kintamani area.

Efforts to increase tourists to Bangli district in the New Normal era need attention so that they can still compete with tourism in other areas. For this reason, the authors conducted research with the title: Analysis of tourism product innovation and viral marketing on the decision to visit tourists in the New Normal Era through tourism image in Bangli Regency

2. Method

This study uses a quantitative research design. This study aims to test and explain the analysis of tourism product innovation and viral marketing on the decision to visit tourists in the New Normal Era through the image of a destination (Study at a Tourism Village in Bangli Regency).

In this study using (4) four variables consisting of product innovation (X1) and viral marketing (X2), tourism image (Y1) and visiting decisions (Y2). This research was conducted in the tourist area of Bangli district. The population in this study were 2443 visitors to the Bangli Regency Tourism Object. How to determine the number of elements or sample members of a population in this study using the Slovin technique. The Slovin formula for determining the sample is as follows:

$$n = \frac{N}{1 + n(e)^2}$$

information:
n: Sample size / number of respondents
N: Population size
e: Percentage of allowance for accuracy of sampling errors that can still be corrected, e = 0.
Based on the calculation of the Slovin formula, the number of samples in this study was 96 people

To clarify the limits of the research variables, the operational definitions of the variables were made as follows

Table 2. Operational definition of a variable

Variable	operational definitions	Indicator
tourism product innovation (X1)	innovation that is used in the overall operations of the company where a new product is created and marketed	1. Line exstension 2. Product imitation 3. New products
Viral marketing (X2)	he spread of chain messages through the use of social media with the aim of disseminating information many times over to others	1. Consumer 2. Buz 3. Supporting Conditions
tourism Image (Y1)		1. Cognitive image 2. Afective image
Visit decision (Y2)	A person's behavior in determining a tourist spot to visit	1. Motivation 2. Perception 3. The learning processes 4. Beliefed

The data analysis technique used descriptive analysis and inferential analysis. Descriptive analysis is used to analyze data by describing or describing the collected data as is without making generalized conclusions or generalizations. Inferential analysis is used to test hypotheses and produce a fit model, this study uses Structural Equation Modeling (SEM) with a variance based or component-based approach with Partial Least Square (PLS). If the structural model to be analyzed meets the recursive model and the latent variables have indicators that are formative, reflective or mixed, then the most appropriate approach to use is PLS (Hussein, A, 2015).

3. Result And Discussion

Evaluate the Outer Model

Evaluation of measurement models examines the validity and reliability of indicators measuring latent constructs or variables. In this study, the four latent variables, namely: tourism product innovation (X1), viral marketing (X2), tourism image (Y1), decision to visit (Y2) are measurement models with reflective indicators, so that the evaluation of the measurement model is carried out by examining convergent. and the discriminant validity of the indicator, as well as the composite reliability for the indicator block. 1) Convergent validity; aims to measure the validity of the indicator as a construct measurement that can be seen in outer loading (output SmartPLS). An indicator is considered valid if it has an outer loading value above 0.5 and or a T-Stastistic value above 1.96. Following are the results of the outer model examination, it can be seen that the outer loading of each indicator on a variable, as presented in Table 3 below.

Table 3. Outer Model Check

Variable	Indicator	Outer Loading	T-Statistic
Tourism product innovation (X_1)	Line extension (X1.1)	0.770	15.472
	Product imitation (X.1.2)	0.784	19,762
	New Product (X.1.3)	0.757	18,567
Viral Marketing(X_2)	Consumer (X2.1)	0.761	17,912
	Buz (X2.2)	0.794	20,765
	Supporting Conditions (X2.3)	0.750	18,132
tourism Image (Y_1)	Cognitive image (Y1.1)	0.893	84,324
	Afective image (Y1.2)	0.837	27,691
Visit decision (Y2)	Motivation (Y2.1)	0.673	9,974
	Perseption (Y2.2)	0.846	29,764
	The learning process (Y2.3)	0.789	23,365
	Beliefed (Y2.4)	0.789	18,624

By looking at the information in Table 3 above, it can be seen that the three indicators that measure the tourism product innovation variable (X1) have an outer loading value greater than 0.50 and the T-Statistic is above 1.96. This means, line extension (X1.1); Product imitation (X1.2) and new product (X1.3) are valid indicators as a measure of variables tourism product innovation (X1).

In the results of the viral marketing evaluation (X2), it is proven that the three indicators have an outer loading value of greater than 0.50, and a T-Statistic above 1.96. These results indicate that the consumer (X2.1); Buz (X2.2) and Supporting Conditions (X2.3) are valid indicators to reflect the viral marketing variable (X2).

In the evaluation of the torism image variable (Y1), it was explained that the two indicators had an outer loading value above 0.50 and a T-Statistic which was far above 1.96. These results indicate that cognitive image (Y1.1); and effective image (Y1.2); is a valid indicator as a measure of the destination image variable (Y1).

The results of the examination of the visiting decision variable (Y2) show that all indicators have an outer loading value greater than 0.5 and the T-Statistic is far above 1.96. This provides an indication that motivation (Y2.1); perception (Y2.2), learning process (Y2.3) and belief (Y24.) are valid indicators as measuring ability to visit (Y2).

Of Discriminant validity; This evaluation is done by comparing the square root of average variance extracted (AVE) value of each latent variable with the correlation between other latent variables in the model. The stipulation is that if the square root of average variance extracted ($\sqrt{AVE}$) the latent variable is greater than the latent variable correlation coefficient, it indicates that the variable indicators have good discriminant validity. The recommended AVE value is greater than 0.50. To check for discriminant validity in this study, it can be seen in the following Table 4.

Table 4. Discriminant Validity Check

Variable	AVE
Tourism product innovation (X_1)	0.770
Viral marketing(X_2)	0.769
Destination Image(Y_1)	0.866
Visit decision (Y_2)	0.777

Information obtained in the presentation of Table 4 above, it can be seen that all variables have an AVE value above 0.5. Thus, the results obtained indicate the discriminant validity of the research model is quite good and can be accepted for further analysis.

Composite Reliability; aims to evaluate the reliability value between the indicator blocks of the constructs that make it up. The result of composite reliability is said to be good if it has a value above 0.70. The composite reliability value in the measurement model can be presented in Table 5 below:

Table 5. Composite Reliability value

Variable	*Composite Reliability*
Tourism product innovation (X_1)	0.814
Viral marketing(X_2)	0.857
Destination Image(Y_1)	0.812
Visit decision (Y_2)	0.858

From Table 5 above, it appears that the composite reliability value of the four latent variables has been above 0.70, so it can be said that the reliable indicator block measures the variables.

Based on the results of the evaluation of convergent, discriminant validity and composite reliability, it can be concluded that indicators as measures of latent variables are valid and reliable measures. Furthermore, an inner model analysis was carried out to determine the suitability of the model (goodness of fit model) in this study.

Evaluation of the Structural Model (Inner Model)

The structural model is evaluated by paying attention to the Q2 predictive relevance model which measures how well the observation value is generated by the model. Q2 is based on the coefficient of determination of all dependent variables. The magnitude of Q2 has a value with a range of 0 <Q2 <1, the closer to the value 1, the better the model.

In this structural model, there is one intervening variable and one endogenous (dependent) variable, namely: Tourism image (Y1) and visiting decision (Y2). The coefficient of determination (R2) of each dependent variable can be presented in Table 6.

Table 6. Evaluation Results of Goodness of Fit

Structural model	**Dependent Variable**	**R-square**
1	TourismImage (Y_1)	0.871
2	Visiting Decision (Y_2)	0.939

Calculation: $\mathbf{Q^2 = 1 - [(1 - R_1^2)(1 - R_2^2)]}$

$\mathbf{Q^2 = 1 - [(1 - 0.871)(1 - 0.939)] = 0.992}$

Based on Table 6 above, the results of the structural model evaluation obtained a Q2 value of 0.992. Thus, the results of this evaluation provide evidence that the structural model has a goodness of fit model. These results can be interpreted that the information contained in the data is 99.2% can be explained by the model, while the remaining 0.8% is explained by errors and other variables not included in the model.

Hypothesis Testing Results

Hypothesis testing is done by t-test by sorting for testing the direct and indirect effects or testing the mediating variables. The following sections describe the results of the direct effect test and the mediating variable test, respectively.

Direct Effect Testing

The results of the path coefficient validation test on each path for the direct effect and effect can be presented in Table 7 below.

Table 7. Direct Effect Testing Results

No	Relations between variables	Path coefficient (*Bootstrapping*)	T-Statistic
1	Tourism product innovation (X1) → Tourism image(Y1)	0,388	3,905
2	Viral marketing(X2) → Tourism Image (Y1)	0.563	5,603
3	Tourism product innovation (X1) → Visit decision (Y2)	0.377	4,451
4	Viral marketing(X2) → Visit decision (Y2)	0,252	2,534
5	Tourism Image (Y1) → Visit decision (Y2)	0,368	4,442

1) Tourism Product Innovation (X1) is proven to have a positive and significant effect on Tourism Image (Y1). This result is indicated by the positive path coefficient of 0.388 with T-*statistic* = 3,905 (T-*statistic* > 1.96), so it's a hypothesis -1 (H_1): tourism product innovation has a positive and significant effect on tourism image. The results obtained can be interpreted that the higher the tourism product innovation is carried out, it can improve the tourism image.This is in accordance with the research of Sheila et al (2015), which found that tourism products have a positive and significant effect on destination image (Zakia, Farida, & Widiartanto, 2015).

2). Viral Marketing (X2) has a positive and significant effect on Tourism Image (Y1). This result is indicated by a positive path coefficient of 0.563 with T-statistic = 5.603 (T-statistic> 1.96). These results indicate that hypothesis-2 (H2): viral marketing has a positive and significant effect on tourism image is proven empirically. Based on these results it can be stated that the stronger the viral marketing, the tourism image will increase.

3). Tourism product innovation (X1) has a positive and significant effect on visiting decisions (Y2). This result is shown by a path coefficient of 0.377 with T-statistic = 4.451 (T-statistic> 1.96), so that hypothesis-3 (H3): tourism product innovation has a positive and significant effect on visiting decisions. Thus, it can be stated that the increase in tourism product innovation can increase the decision to visit tourists. The results of this study are in accordance with research conducted by Akbar et al. (2019) found that viral marketing has a positive and significant effect on tourists visiting decisions (Jariah, Mananda, & Sudiarta, 2018) but the results of this study are not in accordance with the results of research conducted by (Murtadl & Nizar, 2019) which found that the viral marketing variable has no significant effect on visiting decisions.

4). Viral marketing (X2) has a positive and significant effect on visiting decisions (Y2). This result is shown by the path coefficient of 0.252 with T-statistic = 2.534 (T-statistic> 1.96). These results indicate that hypothesis-4 (H4): viral marketing has a positive and significant effect on visiting decisions is empirically proven. These results can be interpreted that the increase in viral marketing can affect the increase in tourists visiting decisions.

5). Tourism image (Y1) has a positive and significant effect on visiting decisions (Y2). This result is indicated by a positive path coefficient of 0.368, with a T-statistic = 4.442 (T-statistic> 1.96). These results indicate that hypothesis-5 (H5): tourism image has a positive and significant effect on visiting decisions can be proven. In accordance with these results, it can be stated that the better the tourism image of Bangli district, the better the decision to visit tourists. The results of this study are in accordance with the research conducted by Diposumarto et al. (2015) which explains that the image of the destination has a significant influence on purchasing decisions. Meanwhile, according to Suwarduki et al. (2016) explained that the image of the destination had an insignificant influence on visitor decisions as well as the research conducted

Based on the results of the analysis carried out, an image of the research model can be presented in accordance with the PLS analysis as follows:

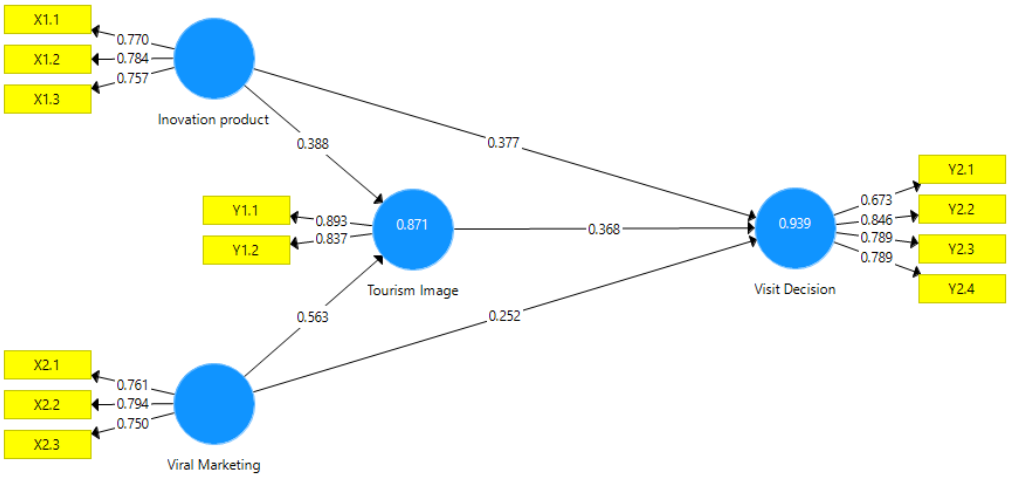

Figure 2. Full Model (PLS Bootstrapping)

Testing the Indirect Influence Through Mediation Variables

In testing the following hypothesis, the role of tourism image mediation (Y1) will be examined on the indirect effect of tourism product innovation (X1) and viral marketing (X2) on visiting decisions (Y2). As for testing the indirect effect hypothesis in this study, the results of the analysis are presented in Table 8

Tabel 8. Total Indirect Effects

No	Relationship between variables	Path Coefficient (*Bootstrapping*)	*T-Statistic*
1	Tourism product innovation (X_1) Visit Decision(Y_2)	0,143	2,498
2	Viral Marketing (X_2) → Visit Decision(Y_2)	0,207	4,290

The information that can be obtained from Table 3.6 is the results of testing the mediating variables that can be conveyed are as follows: (1) Tourism image (Y1) is able to positively and significantly mediate the indirect effect of product innovation (X1) on visiting decisions (Y2). These results are shown. These results are indicated by a positive path coefficient of 0.143, with a T-statistic = 2.498 (T-statistic> 1.96). The results of this test determine that product innovation (X1) can influence visiting decisions (Y2) through tourism imagery (Y1) that can be proven empirically; (2) Tourism image (Y1) is able to positively and significantly mediate the indirect effect of Viral marketing (X2) on visiting decisions (Y2). This result is shown. This result is indicated by a positive path coefficient of 0.207, with a T-statistic = 4.290 (T-statistic> 1.96). The results of this test can explain that viral marketing has a positive and significant effect on the decision to visit through tourism imagery can be proven empirically.

4. Conclusion

a. Product Innovation (X1) has a positive and significant effect on Tourism Image (Y1).
b. Viral Marketing (X2) has a positive and significant effect on Tourism Image (Y1)
c. Tourism product innovation (X1) has a positive and significant effect on visiting decisions (Y2).
d. Viral marketing (X2) has a positive and significant effect on visiting decisions (Y2).
e. Tourism Image (Y1) has a positive and significant effect on visiting decisions (Y2).

f. Tourism image (Y1) is able to positively and significantly mediate the indirect effect of product innovation(X1) and viral marketing (X1) on visiting decisions (Y2)

5. Acknowledgment

The authors would like to thanks the institute for Research and Community Service (LPPM), Ngurah Rai University.

Daftar Rujukan

Bangli Regency Tourism and Culture Office. (2020).

Cahya, K. D. (2020). Bali Perlu Inovasi Pariwisata untuk Hadapi New Normal. *Kompas.Com*. Retrieved from https://travel.kompas.com/read/2020/06/01/112000527/bali-perlu-inovasi-pariwisata-untuk-hadapi-new-normal?page=all

Diposumarto, N, S., Purwanto, W., & Ramdan, I. (2015). Analysis of Tourism Destination Image and Promotion through Social Media towards Purchasing Decision for Bali Tourism Product by Foreign Tourist. *Mediterranean Journal of Social Sciences*, *6*(5).

Herdiana, N. (2011). *Manajemen Strategi Pemasaran*. Yogyakarta: Pradnya.

Hussein, A, S. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Square (PLS) dengan smartPLS 3.0*. Fakultas Ekonomi dan Bisnis Universitas Brawijaya.

Jariah, A. I., Mananda, I. G. S., & Sudiarta, I. N. (2018). Pengaruh Viral Marketing Terhadap Jumlah Kunjungan Wisatawan Indonesia Ke Korea Selatan. *Jurnal IPTA*, *6*(1).

Kiran, V., Majumdar, M., & Kishore, K. (2012). No Title. *International Journal of Management and Social Sciences Research (IJMSSR)*, *1*(3).

Murtadl, A. R., & Nizar, M. (2019). Pengaruh Electronic Word of Mouth (E-WOM) dan Viral Marketing terhadap Minat Berkunjung dan Keputusan Berkunjung (Studi Pada Konsumen Kafe Bernuansa Outdor di Kota Malang 2019). *Jurnal Sketsa Bisnis*, *6*(1).

Ningsih, S. (2018). *Strategi Inovasi Produk Dalam Upaya Meningkatkan Kunjungan Wisatawan di Objek Wisata Sanggaluri Purbalingga*. Isntitut Agama Islam Negeri Purwokerto.

Suwarduki, P, R., Yulianto, E., & Mawardi, M, K. (2016). Pengaruh Electronic Word Of Mouth terhadap Citra Destinasi dan Dampaknya pada Minat dan Keputusan Berkunjung. *Jurnal Adminsitrasi Bisnis*, *37*(2).

Widiastutik, R. (2019). *Analisis Pengaruh Viral marketing dan Fasilitas Wisata Terhadap Keputusan Berkunjung (Studi Pada Wisata Religi Masjid Safinatun Najah)*. Universitas Islam Negeri Walisongo Semarang.

Zakia, S. Z., Farida, N., & Widiartanto. (2015). Pengaruh Produk Wisata dan Word Of Mouth Terhadap Keputusan Berkunjung Dengan Citra Destinasi Sebagai Variabel Intervening (Studi Pada Objek Wisata Colo Kudus). *Jurnal Ilmu Admisnistrasi Bisnis Universitas Diponegoro*.