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## Research Article

### DEVELOPMENT STRATEGY TOURISM TANJUNG LESUNG BANTEN BECOME A NATURAL TOURISM OBTAINED BY TRAVELERS

**Sonny Indrajaya H<sup>1</sup> and Hapzi Ali<sup>2</sup>**

<sup>1</sup>Economic and Business Faculty, Universitas Mercu Buana, Jakarta Indonesia

<sup>2</sup>Universitas Mercu Buana, Jakarta Indonesia

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#### ABSTRACT

The potential of TanjungLesung tourism area is very promising. The potential of Tanjunglesung nature tourism is similar to Bali and Raja Ampat Papua. The natural potentials include sand tourism, water tours, underwater tours, beautiful panoramas, pristine forests, but unfortunately not developing. There are several factors that cause: the damaged road that hampers the vehicle slows down, the congestion that occurs on the holiday weekend and national holidays, the pier is not ready, the quality of service and quality products that have not fulfilled the desire of tourists, garbage, clean water is very minimal especially for tourists Who play water and water sports, skilled resources and expertise. Tangerang City, Jakarta City, Bogor City, Depok City, Indonesia. The questionnaire used multivariate variables. The sample used is non probability Sampling technique, the type of method used is purposive sampling. Variable measurements were performed using Likert scale 1 - 5. Data were collected on tabulation, processed and analyzed. The result of research is that infrastructure and service quality have positive and significant influence to the satisfaction of tourists, either partially or simultaneously. Good infrastructure can facilitate access to tourist destinations and good service quality will provide satisfaction to tourists in TanjungLesungBanten.

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#### INTRODUCTION

##### Background

Tourism today has become a potential economic activity of the mainstay and become the priority of development for some countries as well for the State of Indonesia, specifically Banten province which has considerable natural tourist attraction, unique cultural arts and distinctive. Tourism is a strategic industry and has become a great and great industry, tourism contributes great foreign exchange to tourism regime countries. Tourism also creates jobs, provides income and quality of society, the community is also increasingly in love with the culture of its people, the community will also maintain its environment

The tourism sector and the creative economy sector are high inventors of foreign exchange today. In 2013 the tourism sector created foreign exchange amounting to US \$ 10.054 billion, this amount increased from US \$ 9.12 billion in 2012. The increase of foreign exchange earnings in 2013 not only stem from the increase of foreign tourists from 8.0 million in 2010 and become 8.8 million in 2011, but also comes from an

average increase in expenditure from US \$ 1,133 in 2012, to US \$ 1,142 in 2013. In other words, an increase in the quantity of foreign exchange for tourism is followed by quality improvement. Meanwhile, the economic sector contributed to exports much higher than the value of imports. Creative Economy recorded a trade surplus during the period 2010 to 2013 with surplus value of Rp 118 T. The foreign exchange contribution from the creative economy sector reached 11, 89 billion USD, so the total tourism sector and creative economy contribute foreign exchange of 21.95 billion USD or contribute 11.04% of Indonesia's total foreign exchange.

Indonesia's foreign exchange earnings in 2014 US \$ 10.69 or equivalent to Rp. 136 Trillion. Indonesia's foreign exchange earnings are still less than Malaysia with US \$ 22.9 million and Thailand US \$ 24.7 million. The acceptance of Indonesian tourism devis is still far in foreign exchange earnings compared to Malaysia and Thailand. The Indonesian government will make the tourism sector a mainstay of foreign exchange earnings. For Indonesia tourism is considered to have advantages in terms of destinations and prices. The tourism sector has been recognized also capable of reducing poverty

\*Corresponding author: **Sonny Indrajaya H**

Economic and Business Faculty, Universitas Mercu Buana, Jakarta Indonesia

and facilitating development in a less developed and emerging economy. The development of a region can be adjusted by the local government of Banten and in synergy with the central government as well as private parties engaged in tourism. Banten Regional Government should be able to see the potential of tourism and uniqueness of each region. This is an excellent opportunity for the Banten provincial government to prove its ability to exercise the authority of regional rights. Progress or not a region is determined by the ability and willingness to implement the Banten regional government. The local government is free to create and express in order to build the region. Efforts to improve the competitiveness of tourist destinations is not without theoretical and empirical basis. Some tourism marketing experts, believe the action is a strategic choice. Spending resources for promotional activities will undoubtedly be inefficient regardless of the position of tourism products in the competitive arena with other competitors.

Tanjunglesung nature resort area is part of the province of Banten which has a very nice natural beauty which is equivalent to Bali and Raja Ampat Papua. The potential of the natural beauty of TanjungLesung region that can be relied upon as one source of local revenue. Area tourism TanjungLesung so it has many beaches, sand tourism, water tourism, underwater tourism, beautiful panoramas, pristine forests, tempting culinary tastes, fruit native to Banten province. The Special Economic Area of TanjungLesung is expected to grow 7 other areas of 2,500 Ha including TanjungLesung Water Front City reach 170,000 tourists with 50% occupancy rate or 31 million tourists per year. And it is also expected to absorb 85,000 workers and can grow sectors supporting industry operational tourism industry, other economic activities and settlements.

The enactment of Government Regulation (PP) no. 26 of 2012 dated February 26, 2012. On Special Economic Zones (KEK) TanjungLesung, of course, become a trust from the central government who see the potential tourism Tanjung Dance can contribute for national economic development. In Government Regulation Number 26 Year 2012, special economic area (KEK) Tanjunglesung with an area of 1,500 Ha is included in the Special Economic Zone Tourism Zone.

The beauty of nature and nature tourism, the tourist area of Tanjungpura until 2017 does not develop as expected, especially this tourist area has been supported by the Government Regulation that makes the Special Economic Zone known as KEK. TanjungLesung tourism area is also save the problem: the road is damaged so that inhibits slow road vehicles, congestion that occurs in the end of holidays and national holidays, quality of service and quality of products that have not fulfilled the desire of tourists, cleanliness that is not considered because a lot of garbage, water Net which is very lacking especially for tourists who play water and water sports, lack of skilled resources and expertise. Given some problems in the tourist area of the cape.

This is a research phenomenon to make the tourist area of Tanjunglesung become a leading tourist area and popular. This is a challenge for researchers who must be explored and explored in research tourism area of TanjungLesung. Tourists should visit the cape dimples given the fun and excitement

from the beginning to come until the tourists come back from the tourist peninsula dimples.

Based on the background of the problem then the purpose of research in this study:

1. Useful for tourists wishes on the tour of TanjungLesung.
2. Knowing the influence of infrastructure on the satisfaction of tourists.
3. Knowing the influence of service quality on the satisfaction of tourists.
4. Knowing the influence of infrastructure and service quality on the satisfaction of tourists.

## **THEORETICAL REVIEW**

### ***Infrastructure***

Infrastructure. [Mankiw, 2003](#): 38: in public infrastructure economics is a form of public capital from government investments. Infrastructure in this case includes roads, bridges, and sewer systems. [Grigg, 1988](#); [Fadei Muhammad, 2004](#): The definition of infrastructure refers to the physical system of providing transportation, irrigation, drainage, buildings and other public facilities such as electricity, telecommunications, clean water etc., which are required to meet basic human needs in the social and economic sphere ([Grigg, 1988](#); [Fadei Muhammad 2004](#)). Arthur Lewis, (1994; 114).

Infrastructure can safely follow other investments. For example, if industrial investment rises, there will be an emphasis on the provision of electricity and transport facilities. People in charge of public facilities should pay attention to rising needs, and because the business is good, it will have no trouble obtaining funds to finance system expansion.

### ***Quality of service***

[Zeithamal 1996](#): quality of service is the customer's assessment of the benefits or privileges that consumers perceive of a product or service as a whole. Quality of service affects customer loyalty indirectly through satisfaction ([Caruana, 2002](#)).

Quality of Service [Kotler, 2007](#) according to is a way of working company trying to hold continuous quality improvement to process, product and service that resulted company According [Tjiptono \(2007\)](#), service quality is effort fulfillment requirement and consumer desire and accuracy of delivery in balancing consumer expectation, ([Alma 2007](#)).

### ***Tourist Satisfaction***

Opinion about consumer satisfaction is an emotional state and reaction after purchase in the form of satisfaction, dissatisfaction, aggravation, neutrality, joy, or pleasure. Customer satisfaction is essentially a function that begins from expectations and perceptions of the performance of a product, after customers get or use a particular service or product ([RatihHurriyati, 2010](#)).

[Engel, et al, 1990](#): Customer satisfaction is a after-sale evaluation whereby alternatives are selected at least, delivering outcomes equal to or exceeding customer expectations, whereas dissatisfaction arises when results do not meet customer expectations. [Wilkie, 1990](#): Satisfaction as an emotional response to an evaluation of the consumption

experience of a product or service. Kotler & Keller, 2007: If the product performance is below expectations then the customer is not satisfied. Development Strategy. Tribe's, 1997 defines the desired future planning strategy and design according to its environmental conditions. Rangkuti, 1996 says that strategy is a tool to achieve goals. Pender and Sharpley (2005; 120), suggests there are four key elements of corporate strategy, namely:

1. Mission: determine what an organization's endeavor to achieve the purpose and direction of the strategy that has been determined.
2. Strategic Analysis: Provides information to the organization about the strengths and weaknesses of internal resources, ie, opportunities and threats that are apparent in the external environment.
3. Strategic Choice: an organization must produce, evaluate and select an appropriate strategy.
4. Strategic Implementation: shows how an organization puts its strategy into practice.

According to Suryono, the strategy in principle is related to the issue: the implementation policy, the determination of the objectives to be achieved, and the determination of ways or methods of using the infrastructure. Strategy is always related to 3 things: purpose, means, and ways. Therefore, the strategy must also be supported by the ability to anticipate opportunities. In carrying out its functions and role in the development of regional tourism, local governments must make various efforts in the development of tourism facilities and infrastructure. According to David, 2009, Strategy can be divided into 3 stages:

1. Initial Phase
2. Matching Stage
3. Evaluation or Execution Phase

The influence of infrastructure and the quality of service to the loyalty of tourists through the satisfaction of tourists (Sulistiyanı :2010; RahadhınıdanDesma :2013; Harahap : 2012; Khuong, Mai Ngoc; Ngan, Pham Le Hoang; Phuong, Nguyen Thi Minh: 2015; Cho, Hee-Sun; Byun, Byungseol; Shin, Sunmi. Sustainability; Basel: 2014).

From study of theory and previous research result above, the framework of study as Figure 1 below:

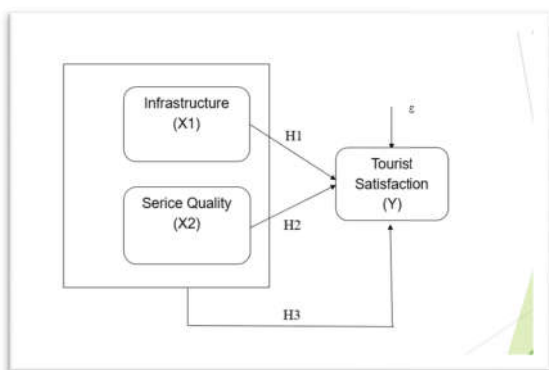


Figure 1 Framework

Independent variables: Infrastructure (X1), Quality of Service (X2) and dependent variable: Tourist Satisfaction (Y)

Based on objective research, the hypothesis can be taken as follows:

1. Infrastructure and Service Quality effect on Tourist Satisfaction
2. Infrastructure, Quality of Service and Tourist Satisfaction on Tourist Satisfaction
3. Infrastructure and Quality of Service effect on Tourist Loyalty through Tourist

### Satisfaction

## METHODS

Methodology Quantitative research with statistical techniques is recognized to dominate research analysis since the 18th century until this century. With the growing sophistication of computer technology, evolving statistical analysis techniques that support the development of quantitative research. Quantitative statistical research methodology becomes more prestigious than quantitative research methodology. Moreover, it is also worth noting in some of the facts that there are prospective scientists who use qualitative methodology on the grounds and evidence of their inability in using statistical analysis techniques.

According Quantitative Research Methods is a research method based on positivism philosophy, used to examine the population or specific samples, data collection using research instruments, quantitative data analysis / statistics, with the aim to test the hypothesis that has been established (Sugiyono, 2011: 8). Riduwan (2010: 65) descriptive research is research directed to solve problems by describing or describing what the results of research. Causal research according to Sugiyono (2011: 37) is a type of research where the relationship of causality between independent variables (variables that affect) and dependent (variables affected).

This study will use a quantitative analysis method, by means of analysis with multiple linear regression. The location for this research is in TanjungLesung tourism area, Pandeglang regency, Banten province. This study population is people living in the city of Jakarta, Serang, Lebak, Pandeglang, Tangerang, South Tangerang, Bogor, Bekasi, Depok.

Sampling technique used in this research is nonprobability sampling with purposive sampling type, that is sample determination technique with certain consideration (Sugiyono, 2012).

This research uses quantitative analysis with multiple linear regression is an analysis that measure the influence of independent variable to dependent variable. The general equation of multiple linear regression:  $Y = a + b_1.X_1 + b_2.X_2 + e$ , where; Y = tourist satisfaction, X1 = Independent, X2 = Quality of Service, a = Constant, b1, b2 = regression coefficient, e = error.

Regression analysis with multiple linear regression, analyzed is;

1. Test validity and reliability with classical assumptions, this is to test the instrument (questionnaire)
2. Determination Analysis (R square)
3. Test the hypothesis (t test)
4. Simultaneous Test (F test) with maximal error tolerance of 5%.

## RESULT AND DISCUSSION

Multiple linear regression model is a classical assumption that must meet the requirements, all normal data distribution, the model is free from auto correlation. Based on previous analysis that has been proved equation model in this research have fulfilled requirement of classical assumption that model equation in this research have been appraised well. Multiple linear regression analysis will be used to test the hypothesis partially and simultaneously to the independent variable to the dependent variable. Based on multiple linear regression coefficients using Spss 23.0 obtained results as shown in below:

**Table 1** Multiple Linear Regression Coefficients

Model	Coefficients <sup>a</sup>			t	Sig.	Correlations		
	Unstandardized Coefficients B	Standardized Coefficients Beta	Std. Error			Zero-order	Partial	Part
(Constant)	4.926		1.239	3.975	.000			
1 Infrastructure (X1)	.335	.306	.061	5.526	.000	.424	.332	.291
Service Quality (X2)	.381	.385	.055	6.955	.000	.479	.405	.367

a. Dependent Variable: Tourists Satisfaction (Y1)

Based on table 1 above, we get the result of multiple linear regression equation  $Y = 4.430 + 0.322 X1 + 0.313 X2 + e$ , where Y: tourist satisfaction, X1: Infrastructure, X2: Quality of Service.

From this equation can be interpreted:

1. Infrastructure and quality of service have a positive relationship to shopping on the store on line
2. Constant value shows the effect of variable X (infrastructure and quality of waiter), if variable ease of shopping up one unit will give effect one unit variable of expenditure in store on line.
3. Regression coefficient value for expenditure variable to expenditure variable in tiko on line is 0.335, this means if ease of spending go up one unit, then shopping on tiko on line will increase equal to 4,926. The coefficient is positive, meaning the ease of shopping and shopping on the store on line have a positive influence.

**Table 2** R and R Square Test

Model	Model Summary				Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.560 <sup>a</sup>	.314	.309	1.34029	.314	56.552	2	247	.000

a. Predictors: (Constant), Service Quality (X2), Infrastructure (X1)

### Result of determinant analysis (R2)

Rated R shows double correlation (ease of shopping and product quality) with on-line store shopping. By considering R Square's value of 0.309 which shows the role or contribution of variable ease of shopping and product quality to the shopping variable in the store on line with the value of 31.4% and the remaining 69.6% is influenced by other variables.

### Partial Test Effects (t test) and Simultaneous Effects (Test F)

Assessment of partial effects for the purpose of checking whether each independent variable has a significant influence on the dependent variable with  $\alpha = 0.05$  and also to accept or reject the hypothesis. The partial test (t test) is also to answer hypotheses one and two.

**Table 3** Test Result t (Partial)

No	Independent variable	t value	Sig
1	Infrastructure	5.526	0.000
2	Service Quality	6.955	0.000

Based on table 3 which is the result of multiple regression analysis obtained value t arithmetic variable X1 for 5.526, because the value  $t > t$  table ( $5.526 > 1.678$ ),  $H_0$  is rejected and  $H_1$  accepted, this means partially significant effect on the satisfaction of the tourist. Based on the significant test, the significant result is 0.000, because the significant n number is smaller than  $\alpha$  value ( $0.00 < 0.05$ ), it can be concluded that the infrastructure to the satisfaction of tourists, thus the first hypothesis can be accepted.

Based on table 3 which is the result of multiple regression analysis obtained the value of t count variable X2 of 6.955, because the value  $t > t$  table ( $6.955 > 1.678$ ), then  $H_0$  is rejected and  $H_1$  accepted, this means partially significant effect on the satisfaction of the tourist. Based on the significant test, the significant result is 0.000, because the significant number is smaller than  $\alpha$  value ( $0.00 < 0.05$ ), it can be concluded that the quality of the waiter to the satisfaction of tourists, thus the second hypothesis is acceptable.

Answering the three hypotheses for concomitant infrastructure variables and service quality that affect the satisfaction of tourists, can be seen from table 4 below:

**Table 4** Simultaneous Test Result

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	203.179	2	101.589	56.552	.000 <sup>b</sup>
Residual	443.705	247	1.796		
Total	646.884	249			

a. Dependent Variable: Tourists Satisfaction (Y1)  
b. Predictors: (Constant), Service Quality (X2), Infrastructure (X1)

### Infrastructure affects Tourists' Satisfaction

Highway and Dock ship is needed to accelerate and facilitate access to TanjungLesung tourism, cleanliness of the environment is very important, clean water supply must be available, hospital or inpatient clinic is necessary for infrastructure. According to Bursan (2006) states about the analysis of the effect of dimensions of tourism that is loyalty from tourists, tourist recommendations, tourist complaints against tourist loyalty (case studies in Lampung province) observed from elements of accommodation, transportation, destinations and tourist infrastructure facilities Lampung.

The results of this study are in accordance with the research Ollie (2008) and Wen et al (2011) that the results of the test show significant ease of shopping relationship with shopping on the store on line, and felt in all indicators.



**Quality of Service Affects Tourists' Satisfaction**

Staff services, hotel quality, restaurant and food quality, Water tourism is an indicator of the variable quality of service is needed to provide the satisfaction of tourists. The building, interior and exterior design of the hotel rooms as well as the restaurant, the atmosphere created and the restaurant and the food and beverages sold along with the entire facility are examples of products sold. Services sold are the hospitality and skills of staff or hotel employees in serving their customers (Chen, 2007).

Hotels are found in many places, both in a number of tourist destinations and in big cities. This variable relationship is supported by research. Services that can be offered in the field of hospitality, including facilities provision or rental rooms, facilities for the provision of conference rooms and so forth. Basically, hotel services are enjoyed at the time of registration, when staying in the room, eating and drinking in the restaurant, or when the consumer is attending seminars, meetings and other activities (Buchori, 2006). According to Griselda (2007) hospitality services is one of the commercial accommodation that provides various types of services (service) such as; Lodging services, food and beverage preparation for anyone who needs it. Along with these developments, if previously the main product or service of a hotel that became the main needs of tourists is a room or lodging, now it has developed.

Quality is one of the keys to success of any business. This quality is given to consumers to meet consumer expectations by providing products and services at a price level (Thio, 2001). According to Parasuraman in Tjiptono (2005), service quality can be seen from five dimensions, among others: physical proof, reliability, responsiveness, assurance, and empathy. The level of customer satisfaction on the services of a company can be seen from customer satisfaction to the five dimensions of services offered by the company.

**Infrastructure and Service Quality Affects Travelers' Satisfaction**

Tourist satisfaction is a dependent variable depending on the dependent variable of infrastructure and service quality. The results are supported by the Mill and Morrison theory (1985) which states that "a destination consists of several elements of interdependence because in order to create the satisfaction of tourists, the whole elements in question must exist and influence each other. The elements according to him include attractions, facilities, infrastructure, transportation, and hospitality

**Correlations between dimensions**

Based on table 5 we can see the relationship between the dimensions of the variables X1 and X2 on the dimensions of the Y variable as shown by the correlation value of Pearson between each dimension. The greater the correlation value of Pearson, the stronger the reality, then it can be seen the dimension of the variable that has the R value and the dimension of the highest variable is the lowest r value.

**Table 5** Inter Dimension Correlation Matrix

Variable	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4
Y	0.202	0.272	0.398	0.302	0.373	0.332	0.300	0.355

Source: Data Processing (2017)

X1.1 = Road told an ocean liner dock; X1.2 =cleanliness limits; X1.3 = Provision of clean water, X1.4 = Hospital or clinic clinics; X2.1 = Staffing services; X2.2 - X2.2 = Hotel quality; X2.3 = Quality of restaurant; and X2.4 = Water tour.

**Data from table 5 are**

1. The number for the highest r value for X1 variable is the correlation between variable Y (tourist satisfaction) with X1.3 - Provision of clean water, on infrastructure variable with tourist satisfaction that is equal to 0,398 or 39, 8%.
2. This condition indicates that the change of dimension of variable of satisfaction of tourist (Y) is also influenced by service quality variable and dimension X2.4 - Water tour 0,355 or 35,5%. It needs attention and this condition indicates that the variable change of tourist satisfaction (Y) is dominated by influence by X1.3 - Provision of clean water.

**This research is in line and support from previous research that is**

1. Customer Satisfaction can be built from Quality of Service and Product Quality. Quality of Service and Product Quality positively and significantly influence Customer Satisfaction, either partially, simultaneously and either directly or indirectly, (Riki; Ali, Hapzi, et al., 2016).
2. Quality of Service and Accessibility have positive and significant influence on Customer Loyalty either partially or simultaneously (Ali, Hapzi;Baruna; and Chree, 2016).
3. Quality of Service and Brand / Institution image have positive and significant impact on Customer Satisfaction both partially and simultaneously, (Ali, Hapzi; Nandan, et al., 2016).

**CONCLUSIONS AND SUGGESTIONS**

**Conclusion**

1. Infrastructure has a significant relationship to the satisfaction of tourists.
2. Quality of service has a significant relationship to the satisfaction of tourists.
3. Infrastructure and service quality, both have a direct and indirect relationship, and have a significant relationship to the satisfaction of tourists.

**Suggestion**

**Technical advice**

1. In infrastructure variables with dimensions X1.1 - Roads told to dock a ship, has the lowest test value, this should be a concern.
2. The variable of service quality has the lowest test value is dimension X2.3 - Quality of restaurant and food

**Academic advice**

Research should follow and see the factors that can influence the variable satisfaction of the tourist, which can be influenced by many other factors, apart from infrastructure and the quality of the waiter

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