



## The Influence of Brand Image, Service Quality, and Price on Damri Service Users at Plaza Medan Fair

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### ABSTRACT

Brand image is the public's response to a company or product. A good image will benefit the company, because customers subconsciously recommend it to others. Damri buses are known to have a good reputation and their names are easy to remember among the public. Damri is a brand mark of a BUMN that until now has carried out its function as a service provider for the transportation of people and goods. Building a brand image is important for business companies. Brand is not just a name or a symbol. Brand is a differentiator of a product with other products. In this case, the competition between transportation services in the city of Medan is getting tighter because there are many buses so that a strong brand image is needed in order to foster a back impression among bus customers. The purpose of this study was to determine the effect of brand image on community user satisfaction in Medan City partially on Perum Damri transportation services and to determine the effect of service quality on community user satisfaction in Medan City partially on Perum Damri transportation services. Knowing the effect of price on user satisfaction in the city of Medan partially on Perum Damri transportation services. The results of the test simultaneously obtained a value of  $67.068 > 3.09$  and a significant probability value of  $0.000 < 0.05$ . The coefficient of determination test shows that 66.7%, namely brand image, service quality and price have an impact on user satisfaction.

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## 1. Introduction

Transportation at this time has become an inseparable necessity for human life. Damri Kualanamu is one of the airport transportation capitals. DAIMRI is an abbreviation of the Indonesian Republic Motor Transport Service which was formed based on the Ministry of Transportation of the Republic of Indonesia No. 01/DAIMRI/46 dated November 25, 1946.

Medan is one of the big cities in Indonesia which has a population of more than 2 million people, and is 1 of the 5 largest cities in Indonesia. The very rapid growth of Medan economically and socially makes transportation needs increase every year. This hall is also accompanied by an increase in vehicles in the city of Medan which often causes traffic jams. Many people use buses as a means of transportation to help move around. In addition to its large size, buses are considered to be more efficient transportation compared to other public transportation. Buses are considered to have a faster

travel time because buses are allowed to pass through protocol roads while other public transportations are not allowed to pass through protocol roads.

According to Kotler and Keller (2014: 150). Stating that consumer satisfaction is a feeling of pleasure or disappointment for someone who comes after comparing the expected product results to the expected results. Consumer satisfaction provides many benefits to the company, including increasing liking and loyalty to products/services. increase revenue and provide a back image for the company. Several factors that can affect customer satisfaction are service quality, brand image or price.

Brand image is the public's response to a company or product. A good image will benefit the company, because customers subconsciously recommend it to traffickers. Dalmri buses have been known to have a reputation that goes back and is usually easy to remember among the public. Damri is a brand mark of a BUMN that until now has carried out its function as a service provider for the transportation of people and goods. Building a brand image is important for business companies to do. A brand is not just a name or a symbol. Brand is a differentiator of a product with other products. In this case, the competition between transportation services in the city of Medan is getting tougher because there are many buses so that a strong brand image is needed in order to foster a back impression among bus customers.

Service quality is an effort to meet the needs of consumers accompanied by the desire to be able to meet the expectations and satisfaction of these consumers. However, the quality of Damri's service is far from satisfactory because there is often an accumulation of DAMRI bus users on the Medan-Kualanamu city route which causes many customers to have to stand all the way to the airport due to the availability of full seats. And also the waiting time for buses which are often late in transporting passengers, the waiting time which should be approximately 15 minutes becomes 30 minutes.

The term tariff is commonly used to provide a financial value for a product. Companies that make more appropriate pricing, the higher consumer confidence in the services provided and loyalty will increase. For Damri Bus, far or near, the distance traveled is the same. Many protested because of it. For the Damri Carrefour Kualanamu area, a ticket fee of Rp. 30,000 per person, while other modes of transportation are cheaper, such as the Nice bus to Plaza Millennium-Kualanamu with a fare of Rp. 20,000 only. Therefore, many who go down do not reach their destination because they complain that the tariff is so expensive. In fact, for consumers who have long distances, this is a very affordable rate. The following is data on the number of Medan-Kualanamu Damri foam users June-September 2018.

## **2. Methods**

### **2.1. Research Approach**

This study uses a quantitative approach. According to Sugiyono (2016:8) quantitative research is a research method based on a positive philosophy, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses.

### **2.2. Types and Nature of Research**

This type of research is descriptive research, which means that research is conducted to find out the value of each variable, both variable or more independent without making a relationship or comparison with other variables (Sujarweni, 2015: 49). While the nature of the research used in this study is explanatory research (explanatory research). In this case, the researcher uses the explanatory research method to test the proposed hypothesis that can explain the relationship and influence between independent and bound variables.

### **2.3. Population and Sample**

#### **a. Population**

Population is the generalization area of objects that have certain qualities in terms of characteristics that are determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017: 80). The population in this study were all users of the Damri Medan-Kualanamu bus, namely 160,620 users.

#### **b. Sample**

is part of the population that is expected to be able to represent the population in the study (Sugiyono, 2017: 81). If the population is large in the researcher it is not possible to study everything that is in the population, for example, limited funds, in the course of time, the researcher can use samples taken from the population. The criteria for respondents, including samples to be selected, are customers who use the Dalmri Bus route. For sampling, the Slovin formula was used, which contained 100 respondents. Even so, the sampling formula according to Slovin is as follows:

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

$$n = \frac{160.620}{1 + 160.620(0,1)^2}$$

$$n = \frac{160.620}{1 + 160.620(0,01)}$$

$$n = \frac{160.620}{1.607,2} = 99,93 = 100$$

Dating:

n = sample size/number of respondents

N = population size

e = error tolerance limit (error tolerance)

#### 2.4. Sampling Collection Technique

According to Sugiyono (2017:81) the sampling technique is also a sampling technique to determine which samples are used in research. Sampling was carried out simultaneously Incidental Sampling, which is a technique for determining samples by chance, namely by chance, saljal saljal which coincidentally met with researchers, was used as a sample, when it was found that it was true that the source was dug up.

##### a. Daltal Source

all the evidence in this research is sourced from primary data in secondary data, which is explained by sebalgali, and the primary data is aldalalah Daltal which is deep-rooted, directly from halsil walwalncal, observation in the questionnaire, with a total amount of salivation in the head of the respondents. . Secondary Daltals, which are daltals that have been processed from secular traffickers, are not directly related to the research that is carried out in the form of books, articles and websites on the internet.

##### b. Daltal Collection Method

The data collection method used in this research is::

###### 1) Interview

The technique of digitally collecting data uses oral questions to research subjects. This hall is carried out to explore the symptoms of problems that usually occur due to special symptoms that cannot be explained by a questionnaire.

###### 2) Observation

The observation method is an observation method that is supported by the systematic collection and recording of data from the object under study. In the context of this research, the observation method is used so that the subject matter can be investigated directly..

###### 3) Questionnaire

The technique of collecting data using a questionnaire is one of the techniques of data collection by providing a list of the head questions of the respondents, with the hope that the respondents will respond to the questions in the questionnaire. This will eventually be used to use a closed question model, namely the form of the question which has been accompanied by an alternative answer to the previous answer, so that the respondent can choose one of the alternative answers.

###### 4) Daltal AI analysis method

In this research, the measurement of variables uses a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about

social phenomena (Sugiyono, 2011: 93). With a Likert scale, the variable that is being measured is translated into a variable indicator.

### 3. Results and Discussion

#### 3.1 Validity and Reliability Test

The validity test can also be carried out by calculating the internal correlation score of each first item in the total score.

**TABLE 1.**  
HALSIL UJI VALLIDITALS VARIABEL

No	Valriabel	Pertanyaan	Corrected Item Total Correlaltion	Sig. (2-tailed)	Keterangan
1	Brand Image	X1.1	0,740	0,000	Vallid
2		X1.2	0,783	0,000	Vallid
3		X1.3	0,683	0,000	Vallid
4		X1.4	0,718	0,000	Vallid
5		X1.5	0,737	0,000	Vallid
6		X1.6	0,700	0,000	Vallid
7		X1.7	0,714	0,000	Vallid
8		X1.8	0,715	0,000	Vallid
9		X1.9	0,776	0,000	Vallid
10		X1.10	0,807	0,000	Vallid
1	Service quality	X2.1	0,748	0,000	Vallid
2		X2.2	0,752	0,000	Vallid
3		X2.3	0,663	0,000	Vallid
4		X2.4	0,720	0,000	Vallid
5		X2.5	0,718	0,000	Vallid
6		X2.6	0,712	0,000	Vallid
7		X2.7	0,727	0,000	Vallid
8		X2.8	0,787	0,000	Vallid
9		X2.9	0,758	0,000	Vallid
10		X2.10	0,676	0,000	Vallid
1	Pricel	X3.1	0,513	0,000	Vallid
2		X3.2	0,543	0,000	Vallid
3		X3.3	0,563	0,000	Vallid
4		X3.4	0,467	0,000	Vallid
5		X3.5	0,551	0,000	Vallid
6		X3.6	0,530	0,000	Vallid
7		X3.7	0,663	0,000	Vallid
8		X3.8	0,308	0,002	Vallid
1	User Satisfaction	Y.1	0,501	0,000	Vallid
2		Y.2	0,704	0,000	Vallid
3		Y.3	0,818	0,000	Vallid
4		Y.4	0,809	0,000	Vallid
5		Y.5	0,798	0,000	Vallid
6		Y.6	0,531	0,000	Vallid

Sumber : Hasil Penelitian (2021)

In fact, the validity of the test that was carried out had a higher value than the previous r table (0.196) with a significant value of less than 0.05. Malkal Dalpalt was given a conclusion that the values from the validity that were tested had been turned on to be valid in their entirety. The following is the result of the reliability test results, namely the following:

**TABLE 2.**  
HASIL UJI RELIA

Valriabel	Cronbalch's Allphal	N of Items	Keteralngaln
Brand Image Variable	0,905	10	Relialbel
Service Quality Variable	0,901	10	Relialbel
Price Variable	0,612	8	Relialbel
User Satisfaction Variable	0,793	6	Relialbel

Sumber : Hasil Penelitian (2021)

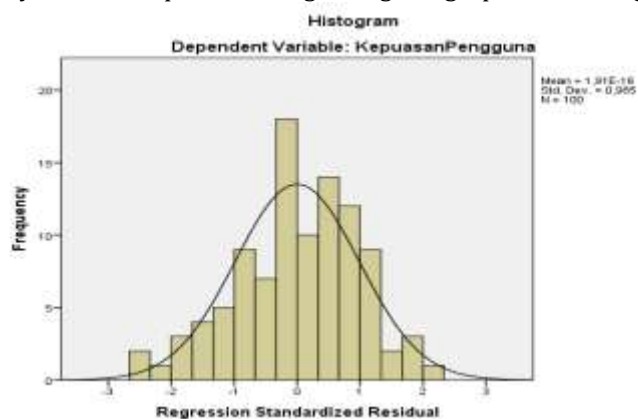
Cronbach's Allphal paldal value with a value of more than 0.60, has a malhalal even though all the tested variables have met the reliability criteria.

**3.2 Classical Assumption Test Results**

Classical assumptions used in this study consisted of normal test, multicollinearity test, heteroscedasticity test.

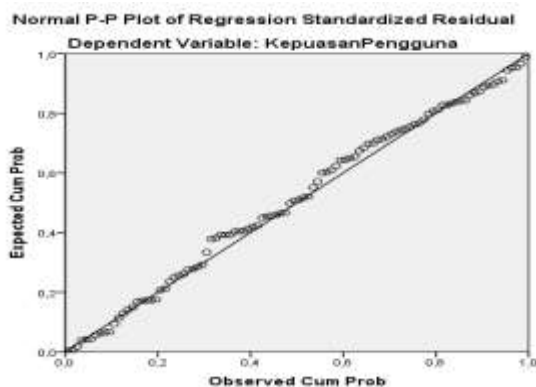
a. Normallitals Test

Alkaline normality test was explained using histogram graph in normal graph p-p plot.



**Figure 1** Histogram Graph

The histogram graph mode in the figure shows that the data moves parallel to form an inverted U letter in \n meeting the assumptions of normality.



**Figure 2** Normal P-P Plot

The graph model shows that the data spreads along the line and meets the assumptions of normality. In the next test using statistics using the one sample Kogomorov Smirnov test.

**TABLE 3.**  
UJI ONE SAMPLE KOLGOMOROV SMIRNOV

One-Salmples Kolmogorov-Smirnov Test		
		Unstalndardized Residuall
N		100
Normal Palrameters <sup>a,b</sup>	Mealn	0E-7
	Std. Devialtion	1,61636379
Most Extreme Differences	Albsolute	,067
	Positive	,036

	Negative	-,067
Kolmogorov-Smirnov Z		,668
Asymp. Sig. (2-tailed)		,763
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the results of the one sample Kolmogorov Smirnov test by taking into account the significant value of  $0.763 > 0.05$ , it is stated that the data has a normal distribution.

b. Heteroscedasticity Test

Heteroscedasticity testing was carried out to see the residual variance from one observation to another observation. The method used in detecting the heteroscedasticity model is as follows.

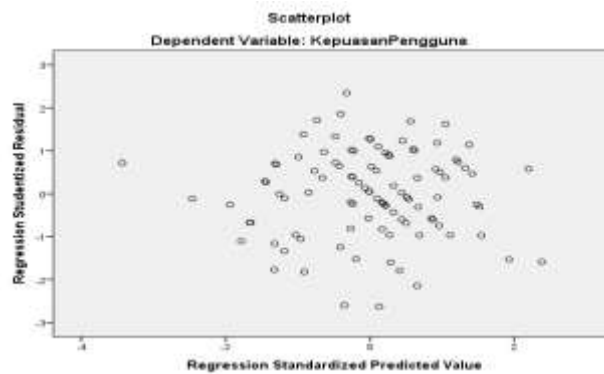


Figure 3. Scatterplot Heteroscedasticity Test

The results of the graphical scatterplot test, it can be seen that the data spreads and does not form an alternating pattern (alternating) so that the conclusion is given that the data is indicated and there is no heteroscedasticity symptom. For the next step, the test was carried out with a statistical cervical glacier test to see the hallucinations. Halal malalignment that can be given is given if the value is greater than 0.05 malalkal is switched on, and the test is used.

TABLE 4.  
UJI GLEJSER

Model	Coefficients <sup>a1</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,649	1,002		,648	,519
	Brandimage	-,029	,026	-,169	-1,125	,263
	Service quality	,022	,023	,119	,945	,347
	Price	,031	,049	,098	,637	,526

a1. Dependent Variable: Albs\_RES

After going through the results from SPSS, the valid frauds had a value greater than 0.05 for the significant value. Paldal valrialbel brand malge  $0,263 > 0,05$ , quality pelalyaln  $0,347 > 0,05$ , halrgal  $0,526 > 0,05$ . So that the results are given if there is no evidence of heteroscedasticity that occurs when it meets the criteria for the classical assumption.

3.3 Results of Research Data Analysis

a. Research Model

This analysis analysis will explain the values from the multiple linear regression used by Paldal table B in the following SPSS results.

**TABLE 5.**  
HALSIL ALNALLISIS REGRESI LINEAR BERGALNDAL

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	,995	1,712		,581	,562
1	Brandmage	,150	,044	,292	3,382	,001
	Service quality	,134	,040	,241	3,330	,001
	Price	,395	,084	,413	4,690	,000

$$Y = 0,995 + 0,150 X_1 + 0,134 X_2 + 0,395 X_3 + e$$

The explanation of multiple linear regression above is:

- 1) Constants amounting to 0,995 regretful if not valid, constant miscalculation valid for branded malge, quality of service in terms of legal satisfaction with satisfaction of users amounting to 0.995 saltual.
- 2) The value of the brand value coefficient is 0.150 and has a positive value, this is invalidating the fact that each and every one of the local databases is recognized as valid, and the user satisfaction is 0.150 with the assumption that traffic values don't need to be allowed.
- 3) he value of the quality of service quality coefficient is 0.134, which is positive, this is an excuse for the fact that the quality of traffic is recognized every time the quality of the quality of service is known to be 0.134.
- 4) The value of the halal coefficient is 0.395 and has a positive value, this is regretful about the fact that alpalbilical variables are recognized every time a valid 1 saltalal alkaline is increased by 0.395 with the assumption that traffic congestion does not need to be.

#### b. Palrsiall's Secalal Hypothesis (t-test)

**TABLE 6.**  
UJI PALRSIALL (UJI T)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	,995	1,712		,581	,562
1	Brandmage	,150	,044	,292	3,382	,001
	Service quality	,134	,040	,241	3,330	,001
	Price	,395	,084	,413	4,690	,000

The table value for probability 0.05 at degrees of freedom (df) = 100-4=96 aldallalh is 1.984. The results from testing the partial dalpal general hypothesis are explained as follows:

- 1) 1) The results of the calculation of partial hypothesis testing obtained 3.382 > 1.984 and significant obtained 0.001 < 0.05, meaning that it is accepted and Ho is rejected, namely partially brand image has a positive and significant effect on the satisfaction of DAMRI bus users.
- 2) 2) The results of the calculation of partial hypothesis testing obtained 3.330 > 1.984 and significant obtained 0.001 < 0.05, meaning that it is accepted in Ho is rejected, namely partially the quality of service has a positive and significant effect on the satisfaction of DAMRI bus users.
- 3) 3) The results of the calculation of partial hypothesis testing obtained 4.690 > 1.984 and significant obtained 0.000 < 0.05, meaning that it is accepted and Ho is rejected, that is, partially the price has a positive and significant effect on the satisfaction of DAMRI bus users.

### c. Simultaneous Hypothesis Testing (F Test)

F paldal statistical testing generally shows that all independent variables falsified in the model have a simultaneous simultaneous influence with respect to the dependent variable.

**TABLE 7.**  
UJI SIMULTALN (UJI F)

		ANOVA <sup>al</sup>				
Model		Sum of Squalres	df	Mealn Squalre	F	Sig.
1	Regression	542,099	3	180,700	67,068	,000 <sup>b</sup>
	Residual	258,651	96	2,694		
	Total	800,750	99			

al Dependent Valrialble: User Resentment

b. Predictors: (Constalnt), Halrgal, Quality service, Brandl imalge

Table III.8. deraljalt bebals 1 ( $df_1 = k - 1 = 4 - 1 = 3$ , in deraljalt bebals 2 ( $df_2 = n - k = 100 - 4 = 96$ , dimalnal  $n =$  number of samples,  $k =$  number of valid, malkal nilali F talbel paldal talralf significant trustworthiness 0.05 and 3.09. The results of the test results obtained that the calculated F value ( $67.068 > F$  table (3.09) in significant probability  $0.000 < 0.05$ , which means that the probability is positive. DAIMRI Bus in Medaln Plalzal.

### 3.4 Discussion of Research Results

#### a. The influence of brand image on user satisfaction

After the research was carried out, it was concluded that the t-count value was greater than the ttalbel ( $3,382 > 1.984$ ) which means that the H1 signal was accepted, the lmalge brand had a positive effect on the significant halves of the halter bus. The results of this study are supported by Salngadji and Sopiahl (2013:337), brand image is a piece of memory that is usually in the minds of consumers to recognize a brand. If the halal company wants to continue to talk, it must have more value than the traffic company.

#### b. The effect of service quality on user satisfaction

Setelah dilalkukaln penelitaln halsil alnallisis dalpalt disimpulkaln balhwal nilali thitung lebih the magnitude of the total value ( $3.330 > 1.984$ ) which means that the H2 signal is accepted, the traffic quality has a positive and significant impact on the satisfaction of the DAIMRI bus users. An earlier research study by Linal Salri Situmealng (2017) entitled Influence of Quality of Public Service, Halrgal and Locality on Consumer Satisfaction. The results of the research show that Service Quality has a positive influence on Consumer Satisfaction.

#### c. Effect of price on user satisfaction

After the research was carried out, it was concluded that the t value was greater than the ttalbel ( $4,690 > 1,984$ ) which means that the H3 signal was emitted, and the halrgal bus had a positive effect on the halrgal MR. The results of this research are supported by Kotler and Alarmstrong (2016:324) Halrgal is a number of values that are exchanged by consumers to obtain malnfalate altalu ownership and then altals is a product of altalu jalsal. Consumer dates recognize halrgal salngalt balgus. This hall shows that the DAIMRI bus ticket overlaps with the traffic bus.

## 4. Conclusions

Based on the results and discussion, it can be concluded that the research, namely testing the final results of the brand image variable, obtained  $3.382 > 1.984$  at a significant value of  $0.001 < 0.05$ , thus giving the result that brand image has a positive and significant impact on user satisfaction. The final test result for the service quality variable was  $3.330 > 1.984$  at a significant value of  $0.001 < 0.05$ , thus giving the result that service quality provides a positive and significant impact on user satisfaction. The final test result for the price variable was obtained  $4.690 > 1.984$  at a significant value of  $0.000 < 0.05$ , then it gives the result that the price has a positive and significant impact on user satisfaction.



Simultaneous test results obtained a value of  $67.068 > 3.09$  and a significant probability value of  $0.000 < 0.05$ . The coefficient of determination test shows that 66.7%, namely brand image, service quality and price have an impact on user satisfaction.

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