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The Influence of Destination Image, Electronic Word of Mouth, and Facilities on Tourists' Visiting Decisions at Nyanyi Beach, Bali

Ni Made Rustini[1*], Gusti Ayu Sugiati[2], Ketut Sudarmini[3]
Universitas Warmadewa
Corresponding Author: Ni Made Rustini, maderustini62@gmail.com

A R T I C L E I N F O

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A B S T R A C T

Visitor decisions are a crucial factor for the success of managing tourist destinations, including Nyanyi Beach in Tabanan, Bali, which has great potential to keep developing. This study aims to find out the influence of destination image, electronic word of mouth (e-WOM), and facilities on tourists' visiting decisions. The method used is a quantitative approach with a sample of 100 respondents from the population of Nyanyi Beach visitors. The data were analyzed through Validity Test, Reliability Test, Classical Assumptions, Multiple Linear Regression, F Test, and t Test using SPSS version 25.0. The research results show that the destination image and facilities each have a positive and significant impact on tourists' decisions to visit. As a suggestion, the managers of Nyanyi Beach are advised to create unique new recreational rides, be more active in promoting by making engaging content, and respond to interactions on social media. Besides that, it's also important to keep improving service quality, maintain cleanliness, and add more supporting facilities so that tourist visits continue to increase.

INTRODUCTION

The fierce competition in the tourism industry has become an interesting phenomenon happening right now. Various tourist spots are competing to attract visitors by adding more photo spots, improving services, and so on. Regarding this, Suhartapa (2021) states that the number of tourists will continue to increase if a destination can provide satisfaction to visitors through the attributes offered by the management. This intense competition makes visitors' decisions one of the key factors in the success of managing a tourist destination. One tourist destination that is also facing this dynamic and has great potential to grow further is Nyanyi Beach, located in South Bali. Nyanyi Beach has a very strategic location because it's close to Tanah Lot Beach, which is already famous internationally. Besides its great location, Nyanyi Beach is generally used as a favorite spot for pre-wedding photo shoots. However, in the past few months, the number of tourists visiting Nyanyi Beach has actually declined. This is closely related to the increasingly tough competition among tourist spots, as new attractions are starting to appear, giving potential visitors more options.

Facing this decline in visits, managers need to evaluate various factors that individuals consider before deciding to visit. These factors include the destination's image, recommendations from others, the attractiveness of facilities, price, and so on. According to Ayu (2021), building a strong destination image is a goal that tourism managers in Indonesia aim to achieve. The destination image is the perception formed in tourists' minds about a tourist spot, which influences their interest and decision to visit. A good tourism destination image becomes one of the main considerations for tourists in determining their preferences, making its role very important in increasing visit numbers. Besides the image of the destination that's stuck in tourists' minds, the increasingly competitive digital development makes electronic word of mouth (e-WOM) an undeniable force in shaping consumers' views of a product or tourist spot. Unfortunately, the use of Electronic Word of Mouth (e-WOM) at Nyanyi Beach is still very limited, only through a single social media account on Instagram. What's more, the Nyanyi Beach social media account is considered not very active in interacting with or promoting the destination.

Not only is it influenced by the spread of information through reviews or e-WOM, the tourist attractions that travelers want to visit are also greatly affected by the availability of facilities. Tourists' decisions, after seeing reviews from previous visitors, will become more solid if supported by adequate facilities. Currently, the facilities available at Nyanyi Beach include parking areas, trash bins, playgrounds, ticket kiosks, toilets, and food stalls, which are not yet well organized. In fact, facilities can be said to be the main reason for the rise in popularity of a tourist attraction; completeness such as sufficient trash bins, spacious seating areas, clean toilets, tidy food stalls, and other supporting facilities are very crucial. Studies conducted by (Fatmalasari, 2022; Mu'ti, 2022; Rifansyah & Sihombing, 2022) also state that facilities have a significant impact on tourists' visiting decisions.

Based on the various phenomena and issues outlined above, the researcher is interested in conducting further research titled "The Influence of

Destination Image, Electronic Word Of Mouth (e-WOM), and Facilities on Tourists' Visiting Decisions at Nyanyi Beach, Tabanan." Stemming from this background, the problem statement in this study focuses on examining how destination image, electronic word of mouth (e-WOM), and facilities together affect tourists' decisions to visit Nyanyi Beach, Tabanan. In addition, this study will also specifically look at the influence of each variable separately, namely how much the destination image affects visiting decisions, how the impact of electronic word of mouth (e-WOM) influences those decisions, and how the condition of facilities affects tourists' decisions to visit Nyanyi Beach, Tabanan.

LITERATURE REVIEW

Visiting Decision

Decision making is the process of evaluating and choosing options based on information criteria and their potential impacts (Sukardi, 2021). In tourism, this takes the form of an individual's decision to visit a destination (Astuti, 2022). Along these lines, Kotler and Keller in Sukardi (2021) explain that the visiting decision is the final evaluation stage where consumers form preferences between destinations, build intentions, and eventually make the visit. Regarding the factors that influence this decision, Woodside and Martin in Pratama (2023) mention two main condition variables: the behavior of others, whose impact depends on closeness and motivation, and unanticipated situations, like sudden price changes or the emergence of risks. Furthermore, the decision to visit is also driven by two main catalysts: pull factors that come from external variables like information and the attractiveness of the destination; and push factors that come purely from within the tourist themselves, such as personal motivation, needs, and expectations.

To measure visiting decisions, Kotler and Keller in Egaleonita (2022) mentioned four main indicators, which are as follows:

1. Confidence in Making the Decision to Visit
   The confidence mentioned here refers to how sure tourists feel and how little doubt they have when deciding to visit a tourist destination.
2. Making a Tourist Spot the Top Preference
   Top preference refers to the place of a destination in a tourist's choice hierarchy. The destination is considered more attractive and prioritized over other sightseeing options.
3. Giving Recommendations to Others
   A recommendation is when a traveler shares their positive experiences and actively suggests a tourist destination to others (family, friends, or relatives).
4. Making a Repeat Visit
   Repeat visits reflect the level of tourists' loyalty to a destination. This usually happens when tourists have had a significantly positive experience on a previous visit, such as satisfying service, unique attractions, or developing an emotional connection with the destination.

Destination Image

Destination image is the overall perception of tourists, which includes their impression, beliefs, and the uniqueness of a tourist spot (Fitriani & Nurhidayati, 2021; Ladyka, 2022). This image is shaped not only by direct experiences and promotions but also driven by motivation as well as recommendations from others or social media (Hariyani, 2023). Building a positive image is really important because it has been proven to influence travel decisions, increase satisfaction, and encourage tourists to recommend the destination.

According to Chen & Tsai (2007), the process of forming a destination image occurs through four continuous stages, namely: Vague and realistic image: The initial perception formed from exposure to ads and word-of-mouth information. Distortion of image: A perception deviation that doesn't match reality, usually triggered by over-promotion or incorrect information. Improved image: Efforts to improve or restore public perception so that the image becomes positive again. Resulting image: The complete final picture in the minds of the public as a real outcome of a series of marketing campaigns carried out. According to Hailin Qu et al. in Mayroza (2024), the indicators used to measure the destination image are as follows:

1. Cognitive Image
   It is an assessment based on beliefs and factual information about tourist attractions, basic facilities, cultural appeal, accessibility, and the environmental conditions of the tourist destination.
2. Unique Image
   It is an assessment of the uniqueness or distinctiveness of a tourist destination that sets it apart and is not found in other tourist destinations.
3. Affective Image
   It's a depiction of someone's emotions or feelings about a tourist destination, for example whether the place feels enjoyable, leaves a deep impression, or is the opposite.

H1: Destination image has a positive effect on tourists' visiting decisions at Nyanyi Beach, Tabanan.

Electronic Word of Mouth (e-WOM)

Conceptually, Word of Mouth (WOM) is defined as information shared between individuals through direct communication (Solichin et al., 2021). With the rapid development of the internet and social media, consumers can now share their experiences, opinions, and recommendations with a wider audience in a short time, turning this concept into Electronic Word of Mouth (e-WOM). According to Apriastuti et al. (2022), e-WOM is any statement made by actual, potential, or past consumers about a product or company, where the information is spread and accessible to the public via the internet. In the context of modern marketing, e-WOM has a very strong online branding effect. Wulandari (2020) emphasizes that purchasing decisions or visits today are greatly influenced by the role of e-WOM in building and activating brand image in consumers' minds. To measure the effectiveness of Electronic Word of Mouth (e-WOM), Apriastuti et al. (2022) mentioned four main indicators, which are as follows:

1. Information
   It is the availability of online information sources about a product, service, or tourist destination that is presented and can be widely accessed by consumers.
2. Knowledge
   It's the ability of social media platforms as online information sources to provide knowledge or answers to consumers' questions.
3. Answer
   It refers to the level of suitability and relevance of information obtained through social media in addressing the specific needs or curiosity of consumers.
4. Reliability
   It is the level of information reliability, which is the match between the information presented by consumers online on social media and the actual reality on the ground.

H2: Electronic Word of Mouth (e-WOM) has a positive effect on tourists' decisions to visit Nyanyi Beach, Tabanan.

Facilities

Facilities are all forms of amenities and infrastructure provided to create comfort and make activities easier for tourists. According to Sulisyorini (2021), facilities are everything deliberately provided by service providers to be used and enjoyed by consumers with the aim of giving maximum satisfaction. Similarly, Mu'ti (2022) defines facilities as physical equipment prepared by management to support visitor activities. In the service and tourism industries, the presence of facilities plays a very essential role. Therefore, service providers must pay attention to various supporting aspects, from the condition of items, completeness, interior and exterior design, to the level of cleanliness (Rizal, 2023). The same point is emphasized by Fatmalasari (2022), who states that all these physical attributes must be considered because they are closely related to the perception and comfort directly experienced by tourists. Based on these various theoretical explanations, it can be concluded that facilities are all the physical equipment provided by service providers to make things easier for consumers, with the main goal of providing convenience, safety, and maximum satisfaction during their visit.

To measure the facility variable, Sumayang in Mu'ti (2022) put forward three main indicators, which are as follows:

1. Completeness, Cleanliness, and Tidiness of Facilities
   This refers to the condition where the provided facilities are equipped with adequate supporting attributes and are always kept clean and tidy when used by tourists.
2. Condition and Function of Facilities
   It refers to the physical state of the facilities, which is ensured to always work well, be ready to use, maintained, and not damaged.

3. Ease of Using Facilities
   This refers to the ease of access where the offered facilities are familiar and designed in such a way that tourists can use them practically and without difficulty.

H3: Facilities have a positive impact on tourists' decision to visit Nyanyi Beach, Tabanan.

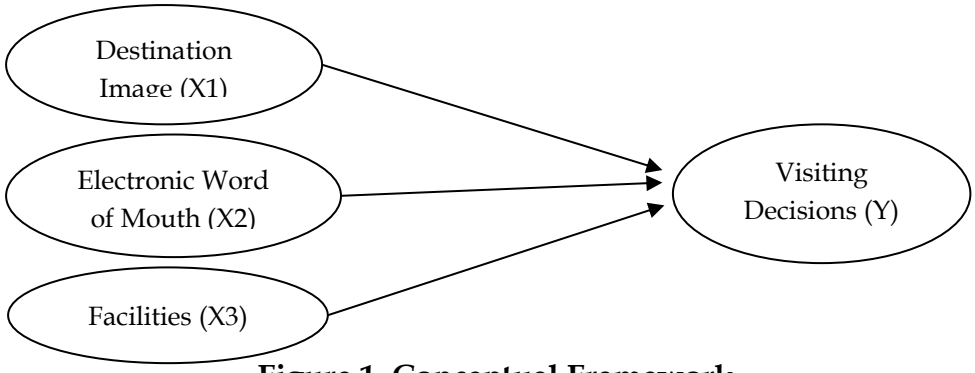


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a survey method with a quantitative approach that is explanatory. Quantitative research is conducted to investigate social phenomena by testing theories built on a number of variables, measured using numbers, and analyzed using statistical procedures. The explanatory nature aims to identify facts and events of the studied object in order to explain the problem phenomena based on those variables (Sugiyono, 2017:6). The variables tested in this study include Destination Image (X1), Electronic Word of Mouth (X2), and Facilities (X3) as independent variables, and Visiting Decisions (Y) as the dependent variable. The population in this study includes all tourists visiting Nyanyi Beach in 2025, which amounted to 48,236 people. Considering the large population size, the sample was calculated using Slovin's formula based on Roscoe's perspective in Wiratna (2020:66). By setting a margin of error of 10%, the required sample turned out to be 100 respondents.

The process of collecting data from those one hundred respondents was carried out using an instrument in the form of a questionnaire containing a set of written questions or statements. Answers on the questionnaire were measured using a 1-5 Likert scale. The primary data that had been collected was then processed using descriptive and inferential statistical analysis techniques. Descriptive statistics were used to describe the characteristics of the respondents and give a general overview of the distribution of their answers. Meanwhile, inferential statistical analysis was applied to test the research hypothesis statistically using the Multiple Linear Regression Analysis method.

RESULT

To find out the respondents' perceptions regarding the influence of Destination Image, Word of Mouth (E-WOM), and Facilities on the decision to visit Nyanyi Beach, this study was conducted by distributing questionnaires to

100 people. The results of the questionnaire distribution provide information about the respondents' characteristics as shown in Table 1.

Table 1. Respondent Characteristics

No	Caracterisis	Classification	Number of Respondents (People)	Percentage of respondents (%)
1	Gender	Male	23	23
		Female	77	77
Total			100	100
2	Age	10-20 Years	33	33
		21-30 Years	31	31
		31-40 Years	25	25
		>40 Years	11	11
Total			100	100
3	Revenue	IDR 500,000- 1,000,000	13	13
		IDR 1,000,000- 2,000,000	45	45
		>IDR2.000.000	42	42
Total			100	100

Source: Processed Data (2025)

Research Variable Description

The respondents in this study are tourists visiting Nyanyi Beach, totaling 100 respondents, where the respondents' answers use criteria and assessment categories based on Table 2**.**

Table 2. Criteria and Categories for Assessing Respondents' Answers

No.	Criteria	Category Responden
1	1.00 – 1.80	Very Bad
2	1.81 – 2.60	Not Good
3	2.61 – 3.40	Not Good
4	3.41 – 4.20	Good
5	4.21 - 5.00	Excellent

Source: Processed Data (2025)

Inferential Analysis

The inferential analysis in this study uses Multiple Linear Regression Analysis. Multiple Linear Regression Analysis is used to find out the effect of destination image, electronic word of mouth, and facilities on the decision to visit Nyanyi Beach in Tabanan. Based on the data analysis results shown in Table 3, the multiple linear regression equation can be formulated as follows:

Table 3. Multiple Linear Regression Analysis

Variabel	Regression Coefficients		t	Sig.
	B	Std. Error		
Destination Image (X1)	0.980	0.128	7.632	0.000
Electronic Word of Mouth (e-WOM) (X2)	0.116	0.090	1.29	0.200
Facilities (X3)	0.276	0.105	2.629	0.010
(constant) : 2.862 *F statistics : 39.624* *Sig : 0.000*				

Source: Processed Data (2025)

$$Y= 2.862 +0.980X1 + 0.116X2 + 0.276X3$$

The multiple linear regression equation above shows that tourists' decisions to visit Nyanyi Beach are influenced by the Destination image variable with a regression coefficient of 0.980, Electronic Word of Mouth at 0.116, and facilities at 0.276. This is significant, as can be seen from the significance test results in Table 4.

Hypothesis Test

The simultaneous test (F Test) is used to test the significance of the multiple correlation coefficient so that it is known whether there is a simultaneous effect between destination image, electronic word of mouth (e-WOM), and facilities on tourists' visiting decisions, whether the relationship is positive and significant or just coincidental.

Table 4. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	399.447	3	133.149	39.624	.000b
	Residual	322.593	96	3.360		
	Total	722.040	99			

Source: Data Processed (2025)

The Partial Test (t-test) is used to check the significance of regression coefficients, so we can see whether the partial effect of destination image, electronic word of mouth (e-wom), and facilities on the visiting decision is positive and significant or just happened by chance. Table 5 below shows the t-test calculation results using SPSS 25.0.

Table 5. t-test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.862	1.794		1.595	.114
	Destination Image	.980	.128	.586	7.632	.000
	Electronic Word of Mouth (e-WOM)	.116	.090	.097	1.290	.200
	Facilities	.276	.105	.209	2.629	.010

Source: Data Processed (2025)

DISCUSSION

The Influence of Destination Image on Tourists' Visiting Decisions

The results of the partial statistical test show that the destination image has a t-value of 7.632 > t-table 1.984 with a significance value of 0.000 < 0.05. Since the significance value is below 0.05 and the regression coefficient is positive (0.980), H1 is accepted. This means that empirically, it has been proven that the destination image has a positive effect on the decision to visit. The high regression coefficient proves that the key factor forming the image, specifically tourists' perception that Nyanyi Beach is very cool, safe, and comfortable, is the most dominant attraction. This finding is in line with research by Ayu (2021) and Ladyka (2022), who emphasized that building a strong destination image is an important foundation for tourism managers, because a positive image embedded in tourists' minds directly shapes their primary preferences and encourages the realization of visit decisions.

The Influence of Electronic Word of Mouth (e-WOM) on Tourists' Visiting Decisions

The t-test results for the electronic word of mouth (e-WOM) variable show a coefficient value pointing positive (0.116), but the calculated t-value obtained is only 1.290 < t-table 1.984 with a significance level of 0.200 > 0.05. Since the significance value is above the error tolerance limit (0.05), it is proven that the effect is not statistically significant. Therefore, H2 is rejected. This means that e-WOM is proven not to have a significant positive effect on the visiting decision at Nyanyi Beach. The unsupported hypothesis can be explained through real-world observations reflected in the descriptive analysis. Although tourists consider social media as a source of knowledge, the information available on the official Nyanyi Beach social media accounts is still considered incomplete and the management is relatively passive or not very active. As a result, the electronic reviews circulating haven't had enough strength or reliability to really influence tourists' final decisions. This finding provides a contextual correction to the ideas of Wulandari (2020) and Solichin et al. (2021); that the effect of online branding through e-WOM won't automatically lead to higher visit decisions if the information infrastructure isn't properly managed by the destination providers.

The Effect of Facilities on Tourists' Visiting Decisions

The hypothesis test results for the facilities variable obtained a calculated t-value of 2.629 > table t-value 1.984 with a significance level of 0.010 < 0.05 and a positive coefficient of 0.276. Therefore, H3 is accepted. Empirically, it is proven that facilities have a positive effect on the decision to visit Nyanyi Beach. This confirms that the completeness of physical amenities is an important factor that tourists rationally consider. The facilities at Nyanyi Beach are considered to have a functional design that is easy for visitors to use, thus successfully providing comfort. These research findings reinforce previous empirical findings by Fatmalasari (2022), Mu'ti (2022), and Rifansyah and Sihombing (2022), who consistently concluded that the completeness of physical equipment in tourist areas is a crucial reason for the rising popularity of the destination. Nevertheless, armed with the indicators with the lowest scores in this variable, the managers are still required to improve cleanliness and the arrangement of facility amenities (such as parking areas, kiosks, and toilets) so that visitors feel their needs are optimally met.

The Influence of Destination Image, Electronic Word of Mouth (e-WOM), and Facilities Simultaneously on Visit Decisions

Based on the model feasibility test (F-Test), an F-calculated value of 39.642 was obtained with a significance level of 0.000 < 0.05. This result proves that destination image, electronic word of mouth (e-WOM), and facilities together (simultaneously) have an effect on tourists' decisions to visit Nyanyi Beach, Tabanan. This finding indicates that before choosing a destination, tourists conduct a thorough evaluation of various tourism attributes. The integration of positive perceptions of the beach's physical environment, the availability of supporting facilities, and information circulating in the digital space becomes a collective driving force that strengthens the visit decision.

CONCLUSION AND RECOMMENDATION

Based on the results of the data analysis and discussion that have been conducted, it can be concluded that destination image, electronic word of mouth (e-WOM), and facilities together (simultaneously) have been proven to influence tourists' decisions to visit Nyanyi Beach, Tabanan. Individually, the destination image is the most dominant factor with a positive and significant effect, where tourists' perceptions of a cool, safe, and happy beach environment become the main basis that strengthens their intention to visit. Along the same lines, the availability of functional and easy-to-use physical facilities has also been shown to make a real contribution by having a positive and significant impact on the decision to visit. On the other hand, electronic reviews or e-WOM proved to have no significant impact on visitation decisions at Nyanyi Beach, mainly due to the limited availability of comprehensive information and the lack of active interaction on the destination's official social media.

Based on the conclusions and analysis of the lowest indicators in this study, there are several strategic recommendations that can be applied by the management of Nyanyi Beach. To boost the appeal of the destination's image, the management is advised to create added value by providing recreational rides or

unique attractions that can set Nyanyi Beach apart from other beaches in southern Bali. Next, to address weaknesses in the e-WOM aspect, the management should immediately optimize digital strategies by revitalizing official social media accounts, actively posting promotional content, publishing complete destination information, and being responsive to audience interactions. On the infrastructure side, management needs to prioritize organizing the physical space with a focus on improving cleanliness, tidiness, and the availability of basic facilities such as parking areas, kiosks, and restrooms. Lastly, the management also needs to evaluate the partnership system with travel agents and set up better group visit regulations so that all visitors' comfort while at the beach can be maintained as much as possible.

SUGGESTION

This study has limitations because it only focuses on three independent variables—namely destination image, electronic word of mouth (e-WOM), and facilities—and uses a sample size limited to 100 respondents at Nyanyi Beach, where statistically the e-WOM variable was found to be insignificant. Therefore, future researchers are advised to expand this study by adding other variables that could potentially influence visiting decisions, such as service quality, price perception, or accessibility. In addition, future researchers are also expected to increase the sample size, broaden the research scope with comparison destinations, and use additional qualitative methods to explore more deeply the reasons behind the less-than-optimal effect of e-WOM on tourist behavior.

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