**AGRIEKONOMIKA**
http://journal.trunojoyo.ac.id/agriekonomika
Volume 14, Nomor 2, 2025
DOI: https://doi.org/ 10.21107/agriekonomika.v14i2.26463

*Agriekonomika has been accredited as a scientific journal by the Ministry of Research-Technology and Higher Education Republic of Indonesia:* ***No. 23/E/KPT/2019*** *SINTA 2*

# Motivation of Tourists Visiting Agritourism (Case Study: BuyFresh ByFarm in Singkawang)

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Received: July 2024; Accepted: September 2025; Published: October 2025

## ABSTRACT

Indonesia has abundant potential and resources but has not been developed optimally, one of which is the tourism sector. In efforts to increase tourism potential, agritourism development has become one of the popular strategies, however, there are still few agritourism locations in West Kalimantan that have not developed even though they have great potential to increase tourist visits. Tourists visit a tourist spot motivated by motivation. The purpose of this study was to determine the push factors and pull factors that influence the motivation of tourists to visit BuyFresh ByFarm agritourism. The results showed that the push factors and pull factors that influence the motivation of tourists to visit BuyFresh ByFarm agrotourism are only influenced by push factors, namely the escape variable, and the rest is influenced by other factors outside the factors studied in this study.

Keywords: Motivation, Agritourism, Push & Pull Motivation

## INTRODUCTION

Indonesia has diverse potential and resources but is still not maximally developed, one of which is in the field of tourism. Development in the tourism sector is expected to contribute benefits to the community because the tourism sector is a development sector in the economic field. Tourism destinations in Indonesia are very wide with each uniqueness as well, this is what attracts the attention of archipelago tourists to visit, one of which is a tourist spot in West Kalimantan Province.

In general, the travel pattern of domestic tourists by province of origin in West Kalimantan from 2019 to 2023 has changed significantly. In 2019, the number of domestic tourist visits was recorded as high in January, June, and December, and was at its lowest point in September with 607,662 visits. In January 2020, domestic tourist visits experienced a very drastic decline compared to the January 2019 visit data. In addition, since the COVID-19 pandemic resulted in the closure of the sea and land route entrances, domestic tourist visits in West Kalimantan have dropped sharply. It has been recorded, since April 2020, that domestic tourist visits have decreased even further, reaching their lowest point in May 2020. In 2021 and 2022, the highest increase in domestic tourist arrivals in West Kalimantan was only 358,559 visits in May 2022, while from December 2022 to January 2023 domestic tourists in West Kalimantan continued to increase in number. (BPS Kalimantan Barat, 2023)

(Fahmi & Ali, 2022) states that motivation is formulated as behavior aimed at targets. Motivation is related to the level of effort made by a person in pursuing a goal. Motivation is closely related to job satisfaction and performance. On the other hand, motivation is a set or collection of

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p-ISSN 2301-9948 | e-ISSN 2407-6260

behaviors that provide a basis for someone to act in a way that is directed towards a specific goal (specific goal-directed way).

According to (Setyawati, 2015) motivation is a factor that encourages a person to carry out a certain activity, therefore motivation is often interpreted as a factor that drives a person's behavior. Motivation has components, namely internal and external components. The internal component changes within a person, a state of dissatisfaction, and psychological tension. The external component is what a person wants, the goal towards which his behavior is directed.

Based on several references above regarding motivation, it can be concluded that motivation is an urge that arises in tourists to make the maximum contribution in visiting a tourist spot with their respective goals.

The direction of national development policy emphasizes sustainable factors in all sectors, including tourism (Devitasari, 2022) Agrotourism is a tourist trap that is quite cheap when compared to other tourism. It can be concluded that agrotourism is a demand for tourism that is pro-environmental, green, and responsible (Utama, 2016). Singkawang City has the potential to develop an agrotourism area involving the agricultural and plantation sectors. One of the agrotourisms in Singkawang City is BuyFresh ByFarm. BuyFresh ByFarm is an agrotourism that offers interactive experiences for tourists, where they can see, participate, and learn directly about agricultural activities and the processing of agricultural products. BuyFresh ByFarm has great potential as an agrotourism destination. However, there are still few tourists visiting, so it is necessary to increase tourist interest and visits to BuyFresh ByFarm by knowing the push and pull factors for tourists to come to agrotourism.

Tourists visit a tourist spot motivated by motivation. Push factors are factors that arise from within, while pull factors, namely factors that come from outside, are usually found in tourist attractions. Pitana, 2005 (Rani, 2020) motivation is fundamental thing in the study of tourism because motivation is the trigger for the tourist travel process. Tourist motivation is influenced by driving factors (push factor) and pulls factors (pull factor). Driving factors are factors that originate from within the tourist himself. Meanwhile, pull factors are factors that come from outside the tourist, usually in the form of the conditions of the destination to be visited. Every tourist has factors that influence different motivations in carrying out tourist activities. The different types of tourism undertaken make different factors that influence motivation (Arman, 2018).

Research on motivation to visit agrotourism is still not very common, such as previous research conducted by (M. Ratar., 2022) which used variable attraction, accessibility, amenity, and ancillary with this type of qualitative research. Then research (Sigit et al., 2022) with variables from indicators of physical motivation, interpersonal motivation, motivation due to culture, and motivation for status and dignity using quantitative survey and descriptive methods. The research conducted by (Pusparini, 2022) used factors that motivate tourists to travel to tourist attractions using qualitative descriptive methods. Previous research was carried out by (Putri et al. 2021) using multiple linear regression analysis tools and travel motivation theory.

The limited number of agrotourism sites in West Kalimantan with minimal information regarding agrotourism locations and the lack of comfort from agrotourism sites are causes of the lack of tourists visiting agrotourism.

Motivation is one of many variables that contribute to explaining tourist

behavior. However, factors that influence motivation are seen as important variables because there are push and pull forces behind all tourist behavior. Therefore, this research will provide a new contribution that will help increase tourist interest and visits to agrotourism by using the theory of Push and Pull Motivation from Crompton, 1979 (Rani, 2020) to understand the push factors and pull factors that influence tourists' motivation to visit BuyFresh ByFarm in Singkawang City using quantitative descriptive.

## METHODOLOGY

The research method used in this article is qualitative which is quantified by involving tourists who are at the BuyFresh ByFarm agrotourism location. The scale used is Likert with a yardstick of 1 - 5, where the statement score 1 is strongly disagree, the statement score 2 is disagree, the statement score 3 is neutral, the statement score 4 is agree, and the statement score 5 is strongly agree. The research method used in this article is qualitative which is quantified by involving tourists who are at the BuyFresh ByFarm agrotourism location. The scale used is Likert with a benchmark of 1 - 5, where the score 1 statement strongly disagrees, the score 2 statement disagreed, the score 3 statement is neutral, the score 4 statement agrees, and the statement from score 5 is strongly agree.

Data collection techniques through interviews, questionnaires, and observations. To get more data, researchers used primary data conducted on tourists when visiting BuyFresh ByFarm agrotourism. Interviews were conducted based on a questionnaire that had been made, to obtain data such as how many times had visited BuyFresh ByFarm agrotourism, factors attracting tourists to visit BuyFresh ByFarm agrotourism such as escape, relaxation, enhancement of kinship relationships, social interaction, educational opportunities, prestige, and factors driving tourists to visit BuyFresh ByFarm agrotourism such as entertainment and attraction, safety, food, accommodation, and transportation used, adventure, trip cost, and price. Then secondary data was collected from documentation at various related agencies, including BPS of visits to BuyFresh ByFarm agrotourism, Village Monographs, the internet, social media, and other official data sources.

Ordinal Logistic Regression is used in this article because it is a form of regression used when the dependent variable is ranked to Imam Ghozali, 2011 (Slamet, 2016) to the mathematical equation can be written as follows:

$$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + \beta4X4 + \beta5X5 + \beta6X6 + \beta7X7 + \beta8X8 + \beta9X9 + \beta10X10 + \beta11X11 + e \quad (1)$$

Where Y is visiting motivation, α is constant, β1X1 is escaped, β2X2 is relaxation, β3X3 is enhancement of kinship relationship, β4X4 is social interaction, β5X5 is educational opportunity, β6X6 is prestige, β7X7 is entertainment and attraction, β8X8 is safety, β9X9 is food, accommodation and transportation, β10X10 is adventure, and β11X11 is trip cost and price.

## FINDINGS AND DISCUSSION

Agritourism is part of a tourist attraction that utilizes agricultural business as a tourist attraction. BuyFresh ByFarm is one of the agritourism in West Kalimantan, precisely in Bagak Sahwa Village, Singkawang District, Singkawang City which was built in 2020 to offer an interactive experience for tourists, where they can see, participate, pick fruit directly, and learn directly about agricultural activities and processing of these agricultural products. BuyFresh

ByFarm agro-tourism land area 3880m with 100m wide frontage asphalt road access.

The types of plants in BuyFresh ByFarm are avocado, lemon, and papaya plants. Attractions were available in the form of photo spots and various food and beverage menus processed directly from agricultural products. The entrance fee to BuyFresh ByFarm is Rp.50,000 / person in vouchers that can be exchanged for food/drinks or fruits. BuyFresh ByFarm is open every Monday-Sunday at 08:00 - 19:00 WIB. Activities that can be done at BuyFresh ByFarm include picking fruit directly from the tree then the fruit that has been picked is weighed and making payments via cash or transfer, which can also be done by exchanging entry vouchers worth Rp.50,000.

The establishment of BuyFresh ByFarm agrotourism coincided with the beginning of the COVID-19 attack, this resulted in BuyFresh ByFarm agrotourism still not being visited much, and not many people know about it. To attract tourists to BuyFresh ByFarm agrotourism, of course, you have to know the motivation of tourists seen from the push and pull factors of tourists to visit agrotourism. The novelty of this research is the theory used to determine the motivation of tourists visiting BuyFresh ByFarm agritourism, namely using the theory of push and pull motivation Crompton 1979 (Rani, 2020) the research location is also a novelty of this research because it is the first time it has been done.

In this article, there are 6 push factors consisting of escape, relaxation, enhancement of kinship relationships, social interaction, educational opportunity, and prestige. consisting of 5 pull factors namely entertainment and attraction, safety, food, accommodation and transportation, adventure, trip cost, and price. The 11 variables were analyzed using ordinal logistic regression analysis tools to model between one or more independent variables and dependent variables with ordinal categories. The goal is to find out what push factors and pull factors motivate tourists the most to visit BuyFresh ByFarm agritourism. The following are the results of the ordinal logistic regression test in the parameter estimates section which is assisted by the SPSS version 26 application.

Based on the results of the ordinal logistic regression test in Table 1, it is known that the dependent variable is motivation, namely the motivation of tourists to visit agrotourism and the independent variable is the driving factor (escape, relaxation, enhancement of kinship relationship, social interaction, educational opportunity, and prestige) and pull factors (entertainment and attraction, safety, food, accommodation and transportation, adventure, trip cost and price) so that the following regression equation is obtained:

$$Y = 14.200 + 1.644x_1 + 4.616x_2 + 3.259x_3 - 0.547x_4 + 0.780x_5 + 0.888x_6 - 0.325x_7 - 0.193x_8 - 1.704x_9 - 0.635x_{10} - 0.088x_{11}$$

In the ordinal logistic regression equation, it is evident that the variable "escape" obtained an exponent value of 1.644 = 5.176 indicating that tourists visiting agrotourism BuyFresh ByFarm to escape daily life have more chances to relax, unwind, strengthen family bonds, socialize with other tourists, learn about agriculture, elevate their status, partake in entertainment or games, feel secure during their holiday, savor food and accommodation, seek adventure, and take into account transportation and expenses involved in traveling to agrotourism BuyFresh ByFarm. The motivation to visit respondents who answered "disagree" was lower compared to those who answered "neutral" and "agreed." The motivation to visit respondents with neutral answers is greater than those who answered disagree and less than those who

answered agree. The motivation to visit respondents who answered "agree" was greater than that of respondents who answered "disagree" or were neutral.

From the results parameter estimates explain that only variables escape alone have a significant effect on tourists' motivation to visit agrotourism BuyFresh ByFarm due to variables escape has a significant value < (0.05) or in other words rejects H0, while for other variables such as variables relaxation, enhancement of kinship, social interaction, educational opportunity, prestige, entertainment and attraction, safety, food, accommodation and transportation, adventure, and trip cost and price said to not affect tourists' motivation to visit agrotourism BuyFresh ByFarm in Singkawang City because the value is > 0.05.

**Table 1**
**Parameter Estimates**

| | | Estimates | Std. Error | Wald | df | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | Lower Bound | Upper Bound |
| Threshold | Motivasi = 2 | 14.200 | 5.070 | 7.844 | 1 | 0.005 | 4.263 | 24.137 |
| | Motivasi = 3 | 16.824 | 5.458 | 9.500 | 1 | 0.002 | 6.126 | 27.522 |
| | Motivasi = 4 | 23.166 | 7.489 | 9.569 | 1 | 0.002 | 8.488 | 37.844 |
| Location | Escape | 1.644 | 0.834 | 3.888 | 1 | 0.049 | 0.010 | 3.278 |
| | Relaxation | 4.616 | 2.439 | 3.582 | 1 | 0.058 | -0.165 | 9.396 |
| | Enhancement | 3.259 | 1.934 | 2.839 | 1 | 0.092 | -0.532 | 7.050 |
| | Social | -0.547 | 0.548 | 0.995 | 1 | 0.318 | -1.622 | 0.528 |
| | Interaction | 0.780 | 0.738 | 1.117 | 1 | 0.291 | -0.666 | 2.226 |
| | Educational | 0.888 | 0.884 | 1.008 | 1 | 0.315 | -0.845 | 2.621 |
| | Prestige | | | | | | | |
| | Entertainment &Attraction | -0.325 | 0.766 | 0.180 | 1 | 0.672 | -1.825 | 1.176 |
| | Safety | -0.193 | 0.556 | 0.121 | 1 | 0.728 | -1.283 | 0.896 |
| | Food, Accomodation &Transportation | -1.704 | 1.518 | 1.260 | 1 | 0.262 | -4.679 | 1.271 |
| | Adventure | -0.635 | 0.640 | 0.985 | 1 | 0.321 | -1.890 | 0.620 |
| | Trip Cost&Price | -0.088 | 0.319 | 0.075 | 1 | 0.784 | -0.538 | 0.713 |

Source: Primary Data Analysis, 2024

Based on the research results, the variables stated escape is positive and significant so it can be stated as a variable escape has a chance of 5.176 times the motivation to visit. Increases variable height escape then the influence of tourists' motivation to visit will also increase. Escape is the most common need that encourages tourists to visit agrotourism BuyFresh ByFarm. This is what is happening in the field because tourists reflect their desire to escape from daily routines or work demands. When tourists look for experiences that allow them to feel a different atmosphere, such as agrotourism which provides natural beauty in the form of mountain views and tourist attractions with an agricultural theme (agrotourism).

The results of this research are strengthened by research from (Damayanti et al. 2023) which states that location (Access, Visibility, and Environment) is positive and influences the decision to visit (Y).

Variable relaxation is related to the state of a person achieving a feeling of calm, comfort, and relief from stress. Tourists visit agrotourism BuyFresh ByFarm to relax and restore physical and mental health. In table 1. Variables of relaxation have positive value but are not significant until relaxation does not affect motivation to visit. This is because many tourists visit during the day from 10:30 – 13:00 WIB where the weather is very hot due to the lack of lush trees and many plants such as avocados and lemons have just been planted so the trees are still low. Tourist attractions with high hot temperatures can cause fatigue, dehydration, and discomfort felt by tourists. During the rainy season, the roads around tourist attractions are muddy, and the seating areas in the huts get wet because they are splashed with rainwater, which makes visitors uncomfortable when they come to agrotourism when it rains.

This research is strengthened by research from (Safitri et al. 2023) which proves that relaxation does not have a significant effect on the attraction of tourists to visit the Karya Anak Muda (KAMU) tourism week.

Variable enhancement of kinship relationship is an action or effort made to improve relationships between family members by carrying out activities together such as holidays and picnics at tourist attractions. In table 1. Variables enhancement of kinship relationship positive value but not significant until enhancement of kinship relationship It can be concluded that it does not affect tourists' motivation to visit agrotourism BuyFresh ByFarm. Reason enhancement of kinship relationship does not affect tourists' motivation to visit agrotourism BuyFresh ByFarm due to tourists visiting agrotourism BuyFresh ByFarm with the family just to stop by for lunch, buy avocados and lemons and then go straight home, not for a holiday, picnic, or to enjoy nature. BuyFresh ByFarm also does not provide facilities for family activities such as children's play areas, performances, and other creative activities that should be done together as a family.

Meanwhile, the results of research (Ezeuduji, 2020) and research from (Sabila et al. 2022) state that the enhancement of kinship relationships is a factor that influences the decision to visit a tourist attraction.

Variable social interaction is the interaction of tourists with other tourists, whether interacting just by saying hello, smiling, or chatting with other tourists in agrotourism BuyFresh ByFarm. In Table 1. the variable's social interaction is negative and not significant so it can be stated social interaction does not affect motivation to visit. Variable causes of social interaction have no effect on tourists' motivation to visit agrotourism BuyFresh ByFarm because visitors only come to agrotourism locations to enjoy

nature, taste the available menu, and take photos. Most visitors do not interact with other visitors in agonist because they are more focused on exploration and their activities.

Meanwhile, research from (Widiati et al. 2023) shows seven motivation factors which are composed of Financial security, Relaxation, Escape, Play, Attraction, Prestige and Strengthening, Leisure time, Self-Fulfillment, Wish Fulfillment, and Social Interaction have an equally important role and function in increasing tourist motivation to come to tourist attractions.

Variable educational opportunities related to gaining education and insight outside the lecture context. In table 1. Variables educational opportunity is positive but not significant, so it can be stated if educational opportunity does not affect motivation to visit. Variable educational opportunities do not affect tourists' motivation to visit agrotourism BuyFresh ByFarm because visitors come to agrotourism only to take photos and be curious about new tourist attractions that not many people know about, not to develop their potential to know about agriculture.

Meanwhile, research (Tanjung, 2022) states that the driving factors (Strengthening family bonds, Play, Relaxation, Escape, Prestige, Social interaction, Romance, Educational opportunity, Self-fulfillment, and Wish-fulfillment) together have a significant influence on decision visits.

Variable prestige relates to a tourist spot that has extraordinary qualities related to natural beauty. In table 1. Variables prestige is positive but not significant, so it can be stated if prestige does not affect motivation to visit. Variable prestige does not affect tourists' motivation to visit agrotourism BuyFresh ByFarm because many visitors expect agrotourism BuyFresh ByFarm It is a place with a luxurious image according to the photos on social media. But after visiting and being at an agrotourism location, the reality is agrotourism BuyFresh ByFarm is an ordinary place, not classified as a tourist attraction that has extraordinary quality and is very far from what visitors expect.

Meanwhile, research results (Tanjung, 2022) state that the driving factors (Strengthening family bonds, Play, Relaxation, Escape, Prestige, Social interaction, Romance, Educational opportunity, Self-fulfillment, and Wish-fulfillment) which together have a significant influence on decision visits.

Variable entertainment and attraction relating to activities and entertainment or game venues available in agrotourism. In table 1. Variables of entertainment and attraction are negative and not significant, so it can be stated that entertainment and attraction do not affect motivation to visit. This is due to agrotourism BuyFresh ByFarm has no entertainment such as playgrounds, flying foxes, and other entertainment. BuyFresh ByFarm It only provides spots for taking photos, fruit picking activities, and various food & drink menus.

This research is strengthened by research (Gupita, 2021) which proves that attraction is not significant or has no influence on the decision to visit. Because there are no other attractions that differentiate it from other tourist attractions.

Variable safety related to safety and security at agrotourism locations. In table 1. Variables safety is negative and not significant, so it can be stated that safety does not affect motivation to visit. Variable safety does not affect tourists' motivation to visit agrotourism BuyFresh ByFarm because there isn't one security and parking attendant at the agrotourism. Visitors are free to park their vehicles anywhere even though there is already a place to park because of the parking provided at the agrotourism site BuyFresh ByFarm it is a hot, small, and open place. Therefore, some visitors park their

vehicles under trees or in places where there is little sunlight.

This research is also strengthened by research from (Listyorini et al. 2023) which proves that the implementation of CHSE Tourist Attraction with the dimensions of Cleanliness, Health, Safety, and Environmental Sustainability does not have a positive and significant effect on Tourist Visiting Interest.

Variable food, accommodation, and transportation negative value and not significant, meaning food, accommodation, and transportation do not affect motivation to visit. Variable causes food, accommodation, and transportation do not affect tourists motivation to visit agrotourism BuyFresh ByFarm the food available at agrotourism is quite complete from national food menus and international food menus and the rating for taste is also not bad from visitors, it's just that accommodation or temporary accommodation available in agrotourism BuyFresh ByFarm only a few use it because most visitors do not stay overnight. Whereas for transportation You can use a motorbike or car, but quite a few visitors complain about road access problems because at several points the road is damaged, dusty when it's hot and muddy when it rains.

Meanwhile, research from (Wachyuni et al., 2023) states that there is an indicator section for Traditional Food Appeal and an indicator for Destination Appeal This indicates that Indonesian tourists have the motivation to visit Korea influenced by their attraction or interest in traditional food Korean is displayed in drama. Then research (Hutasoit, 2017) is also inversely proportional, stating that hotels have a positive and significant influence on the decision to visit. Then research (Supraptini et al. 2020) was inversely proportional, finding that transportation had a positive and significant effect on tourists' decisions.

Variable adventure does not affect motivation to visit. This can be stated by looking at the ordinal regression results in section parameter estimates, variable significance value adventure (X10) are all > 0.05, meaning they are variable adventure (X10) does not affect motivation to visit (Y) to agrotourism BuyFresh ByFarm. Activities in agrotourism BuyFresh ByFarm just picking fruit and this activity cannot be done every day of the year, it can only be done when the avocados and lemons bear fruit and can be harvested. So, there is no connection with the variables adventure. Meanwhile, research results from (Mutiara et al. 2022)show that adventure and experience quality have the greatest influence on the decision to visit.

Variable trip cost and price related to the cost incurred and entry prices to agrotourism sites. In table 1. Variables of trip cost and price are positive but not significant, so it can be stated that trip cost and price do not affect motivation to visit. Variable causes trip cost and price do not affect tourists' motivation to visit agrotourism BuyFresh ByFarm due to price voucher just enter Rp. 50,000/person. Voucher Entry can be exchanged for food and drinks or fruit, but the price for drinks alone is around Rp. 20,000 – Rp. 45,000/glass depending on the menu. So, if you want to eat and drink, it is certain that 1 person will have to spend additional money, at least Rp. 150,000/person. Many visitors think that the price tag is quite expensive, not commensurate with the hot and somewhat open location.

Meanwhile, research results from (Khairunnisa et al. 2023) show that the price variable is positively related. This matter shows when the price increased,the Interest Visit on the Object Tour Puncak Lawang increased. Apart from that, the price variable also has a significant effect on tourists' interest in visiting the Puncak Lawang tourist attraction, Agam Regency.

These results indicate that the presence of escape facilities at BuyFresh ByFarm plays an important role in attracting and increasing tourist visits. Therefore, efforts to strengthen and improve the escape aspect at BuyFresh ByFarm agritourism can be an effective strategy and improve overall tourist satisfaction and experience.

## CONCLUSION

The article with the title Motivation of Tourists to Visit Agritourism (Case Study: BuyFresh ByFarm in Singkawang City) concluded that the push factors and pull factors that influence the motivation of tourists to visit Buyfresh ByFarm agrotourism are only influenced by push factors, namely the escape variable and the rest that influence outside the research variables. The author also provides several suggestions, namely, first for the manager of BuyFresh ByFarm agrotourism in Singkawang City, to improve and complete facilities that are not yet available such as a place of worship, improve uphill road access in the agrotourism area, plant more avocado trees, lemons or new plants on land that is still empty to reduce the feeling of heat when visiting during the day. You can even add a playground for children and increase the housing foundation. Maintain the quality of taste in the menu of dishes, drinks and spices that are processed by themselves from their harvest. In terms of promotion, the place can be further expanded both from Instagram, TikTok, Facebook, Google, and other social media, because there are still few people who know BuyFresh ByFarm agritourism in Singkawang City. For future researchers, the suggestion that can be given is to research what push and pull factors motivate tourists to visit BuyFresh ByFarm agrotourism in Singkawang City.

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