

TOURISM COMMODITIES, COST, COMFORT, AND COMMUNICATION: SHAPING TOURIST PERCEPTIONS AND REVISIT DECISIONS AT PALABUHANRATU

Chera Anggraeni¹, Muh Abdul Aziz², Alhidayatullah³

¹⁻³) Fakultas Ekonomi, Universitas Muhammadiyah Sukabumi

E-mail: 1cheraanggraeni@ummi.ac.id, 2muhammadaziz085@ummi.ac.id, 3alhidayatullah@ummi.ac.id

Submitted: 17 July 2026	Revised: 27 July 2026	Accepted: 05 August 2026
----------------------------	--------------------------	-----------------------------

Abstract

This study aims to examine the influence of tourism commodities, tourism costs, tourism comfort, and tourism communication on domestic tourists' perceptions and their impact on revisit decisions at Palabuhanratu Beach, Sukabumi Regency. This research employed a quantitative approach using an explanatory research design. The sample consisted of 150 domestic tourists selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed through Structural Equation Modeling (SEM) with IBM SPSS Statistics 26 and IBM SPSS AMOS 24. The findings reveal that tourism commodities, tourism costs, and tourism comfort have a positive and significant effect on domestic tourists' perceptions, while tourism communication does not significantly affect domestic tourists' perceptions. Furthermore, domestic tourists' perceptions, tourism costs, and tourism communication have a positive and significant effect on revisit decisions. In contrast, tourism commodities and tourism comfort do not directly influence revisit decisions. The findings indicate that domestic tourists' perceptions play a crucial role in encouraging revisit decisions. Therefore, destination managers should improve the quality of tourism commodities, enhance tourist comfort, establish appropriate tourism pricing, and strengthen tourism communication strategies to build positive perceptions and increase tourist loyalty through revisit decisions.

Keywords: *Tourism Commodities; Tourism Costs; Tourism Comfort; Tourism Communication; Domestic Tourist Perception; Revisit Decision*

1. INTRODUCTION

The tourism sector is one of the strategic sectors that contributes to economic growth, job creation, and improvement of community welfare. The development of the tourism industry not only has an impact on increasing regional income, but also encourages the development of supporting sectors such as transportation, trade, culinary, and accommodation. According to the United Nations World Tourism Organization (UNWTO, 2023), the world tourism industry continues to experience recovery after the COVID-19 pandemic, but on the other hand, there is a change in tourist behavior that is increasingly selective in determining tourist destinations. Tourists no longer only consider the beauty of the destination, but also pay attention to the quality of the experience, comfort, travel costs, and ease of obtaining information about tourist destinations. This condition requires every

destination manager to be able to create a tourist experience that is able to increase tourist loyalty through the decision to visit again.

Indonesia is one of the countries that has huge tourism potential because it is supported by a diversity of natural resources, culture, and unique geographical characteristics. One of the areas that has superior tourism potential is Sukabumi Regency, West Java Province. Sukabumi Regency has various natural tourist destinations, one of which is Palabuhanratu Beach which is known as an icon of marine tourism in West Java. This destination has attractions in the form of beach panoramas, local culture, and various tourist activities that attract domestic and foreign tourists. However, the development of the number of tourist visits to Palabuhanratu Beach in recent years shows that the condition is not stable. Based on data that has been processed by researchers, the number of tourist visits has increased in 2023, but again experienced a significant decline in 2024 before increasing again in 2025 and decreasing again in 2026. This condition shows that tourist loyalty to the Palabuhanratu Beach destination is still relatively low, so tourists' decisions to visit again have not been formed sustainably.

The fluctuation in the number of tourist visits indicates that there are various problems that affect the tourists' experience during visits. One of the factors that is of concern is tourism commodities that have not been developed optimally. Tourism commodities are not only related to the existence of tourist attractions, but also include attractions, facilities, accessibility, amenities, and various supporting services that are able to create a memorable tourist experience. Destinations that have complete tourist commodities will provide added value for tourists so that they are able to form a positive perception of the destination (Buhalis et al., 2023). On the other hand, the limitation of tourist commodities will cause tourists to switch more easily to other destinations that offer more interesting tourist experiences.

In addition to tourist commodities, the cost of tourism is also a factor that affects tourists' decisions. Domestic tourists generally consider the compatibility between the costs incurred and the benefits obtained during a tourist trip. The perception of a fair price (value for money) will increase tourist satisfaction, while costs that are considered too high compared to the benefits received can reduce tourists' interest in making return visits. Therefore, destination managers need to create a cost structure that matches the quality of service so that tourists get a valuable experience.

The next factor is the comfort of tourists. Comfort is one of the important indicators in assessing the quality of tourist destinations because it is related to environmental conditions, cleanliness, security, ease of access, and service quality. The problem of cleanliness of tourist areas and congestion towards Palabuhanratu Beach which often occurs during the holiday season is one of the phenomena that has the potential to reduce tourists' perception of the destination. Uncomfortable environmental conditions will affect tourist satisfaction,

reducing the desire to make repeat visits. On the other hand, destinations that are able to create a sense of security, comfort, and fun will find it easier to build tourist loyalty.

In addition, tourism communication also has an important role in shaping tourist perception. The development of information technology causes tourists to obtain destination information through digital media, social media, and other tourist recommendations before deciding to travel. Effective communication is able to build the image of the destination, increase tourist trust, and strengthen the relationship between managers and visitors. On the other hand, less effective communication causes information about attractions, facilities, and destination services to not be conveyed optimally, thus influencing tourists' decision to visit again.

These various factors ultimately shape tourists' perception of a tourist destination. Tourist perception is the result of an evaluation of the experience gained during a tourist trip. Positive perceptions will increase satisfaction and strengthen tourist loyalty, while negative perceptions will decrease the likelihood of tourists returning to visit. Therefore, tourist perception is seen as a mediating variable that is able to explain how tourism commodities, tourism costs, tourist comfort, and tourism communication influence the decision to revisit.

Empirically, the relationship between these variables still shows that the results of the study are not consistent. Lin et al. (2025) stated that tourism commodities have a significant effect on tourist perception and loyalty, while Bui and Le (2016) found that tourism commodities do not have a significant influence. The difference in the results of the study was also found in the variable of tourism costs. Nurbaeti et al. (2021) stated that the cost of tourism has a positive effect on interest in visiting, while Su et al. (2022) found that the cost of tourism does not have a significant influence on tourist decisions. Research on tourism comfort also showed different results, where Alim et al. (2023) stated that there was a significant influence on tourist perception, while Gustina et al. (2024) found insignificant results. The same thing also happened with the tourism communication variable, where Rafa'al et al. (2021) found a positive influence, while Cambra-Fierro et al. (2022) showed different results. The difference in the results of the study shows that there is a research gap that still needs further proof in the context of the Palabuhanratu Beach tourist destination.

This study has novelty compared to previous research because it integrates four main factors, namely tourism commodities, tourism costs, tourism comfort, and tourism communication in one research model by placing tourist perception as a mediating variable for the decision to revisit. Most previous studies only examined the direct relationship between variables, while this study sought to explain the mechanism of forming the decision to revisit through the perception of tourists. In addition, research was conducted on the Palabuhanratu Beach destination which is currently facing the phenomenon of fluctuations in the number of tourist visits so as to make a more specific empirical contribution to the development of marketing strategies for tourist destinations in Sukabumi Regency.

The urgency of this research lies in the importance of understanding the factors that are able to increase the loyalty of domestic tourists through the decision to revisit. The results of the research are expected to be the basis for local governments, destination managers, and tourism industry players in formulating a more competitive destination development strategy. The development of tourism commodities, adjustment of tourism costs, increasing comfort, and strengthening marketing communication are expected to be able to form a positive perception of tourists so as to encourage a sustainable increase in repeat visits. Thus, this study aims to analyze the influence of tourism commodities, tourism costs, tourism comfort, and tourism communication on tourist perceptions and their impact on the decision to revisit domestic tourists at the tourist destination of Palabuhanratu Beach, Sukabumi Regency.

2. RESEARCH METHOD

This study uses a quantitative approach with the explanatory research method, which is research that aims to explain the causal relationship between variables through testing hypotheses that have been formulated. The quantitative approach was chosen because it was able to measure the relationship between tourism commodities, tourism costs, tourist comfort, tourism communication, domestic tourist perception, and return decisions objectively using numerical data.

Research Object

The object of the research is Palabuhanratu Beach, Sukabumi Regency, West Java, while the subject of the study is a domestic tourist who has visited Palabuhanratu Beach. The research population is all domestic tourists who visit Palabuhanratu Beach, with an infinite population. Therefore, the sampling technique uses non-probability sampling with the purposive sampling method, which is the selection of respondents based on certain criteria that have been set by the researcher. The respondent criteria include: (1) at least 17 years old; (2) have visited Palabuhanratu Beach at least once; and (3) willing to fill out the questionnaire completely.

Sample

The number of research samples was determined based on the recommendations of Hair et al. (2022), who stated that research based on Structural Equation Modeling (SEM) requires a minimum sample number of five to ten times the number of research indicators. This study uses 25 indicators, so that the minimum number of respondents is 125 people. This study obtained 150 respondents, so that it met the minimum requirements of SEM analysis and was considered adequate to produce a stable parameter estimate.

Data Types and Sources

The data used consists of primary data and secondary data. Primary data was obtained through the distribution of online questionnaires using Google Forms to domestic tourists who met the research criteria. All statement items were measured using a five-point Likert Scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). Meanwhile, secondary data was obtained from the Central Statistics Agency (BPS), the Sukabumi Regency Tourism Office, government publications, national and international scientific journals, and various literature relevant to the research topic.

This study involved six variables, namely four exogenous variables consisting of Tourism Commodities (X1), Tour Costs (X2), Travel Comfort (X3), and Travel Communication (X4), one mediating variable, namely Domestic Tourist Perception (Z), and one endogenous variable, namely the Decision to Visit (Y). The operationalization of variables is compiled based on theories and indicators that have been validated by previous research so that they are in accordance with the context of tourism research.

Data analysis was conducted using Structural Equation Modeling (SEM) assisted by IBM SPSS Statistics 26 and IBM SPSS AMOS 24 software. The analysis stage began with a descriptive analysis of respondent characteristics, followed by testing the instrument through validity and reliability tests. Furthermore, SEM assumption testing was carried out which included normality tests, outlier detection, as well as multicollinearity and singularity tests. After all assumptions are met, a Confirmatory Factor Analysis (CFA) is carried out to evaluate the validity of the construct of each latent variable.

The measurement model was then evaluated using several Goodness of Fit indices, including Chi-square, Probability, CMIN/DF, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Tucker Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA). The model is declared feasible if it meets the recommended cut-off values in the SEM literature (Hair et al., 2022; Ghozali, 2021).

Respondent Characteristics

The respondents of the study amounted to 150 domestic tourists who had visited the Palabuhanratu Beach Tourist Attraction. The characteristics of the respondents in this study were grouped by age, frequency of visits (visiting more than once), and last education. The characteristics of the respondents can be seen in the following tables.

Table 1. Characteristics of Respondents (n=150)

Features	Category	Quantity	Percentage
Age	< 20 Years	71	48%
	20-30 Years	60	40%
	30-40 Years	15	10%
	> 40 years old	3	2%
Frequency of Visits	1 time	22	14,7%
	2 times	36	24%
	3 times	47	31,3%
	4 times	30	30%
Final Education	SMA	133	88,7%
	Diploma D3	12	8%
	Bachelor	5	3,3%
	Postgraduate	0	0%

Source: Data Processing Results, 2026

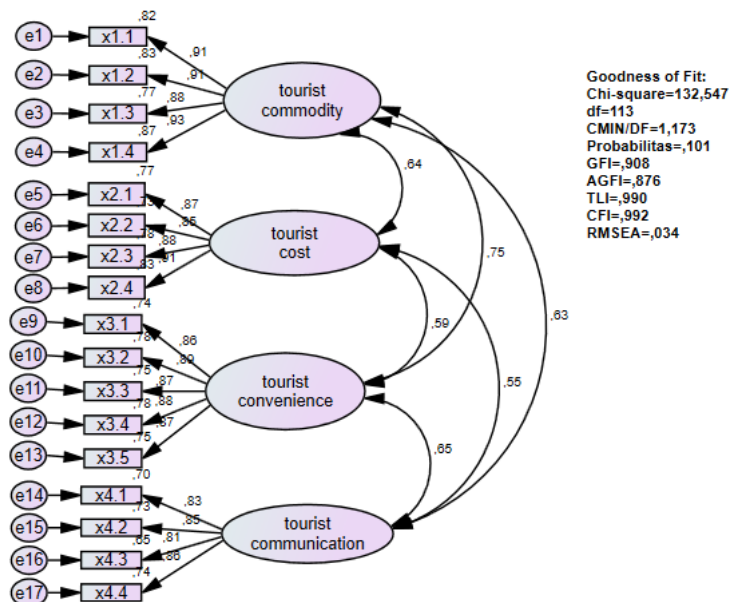
Confirmatory Factor Analysis (CFA) Test Results

It is used to test measurement models by ensuring that each indicator is able to represent latent variables according to established theoretical concepts. This test aims to find out whether the indicators in the study have a strong relationship with the measured construct, so that they can form valid research variables. In addition, CFA is also used to evaluate the suitability of measurement models before structural analysis is carried out using Structural Equation Modeling (SEM). The results of *the Confirmatory Factor Analysis (CFA)* test on exogenous and endogenous variables in this study are presented as follows.

Confirmatory Factor Analysis (CFA) Eksogen

The results of the exogenous variable CFA test can be seen in the following figure and table.

Figure 1. Exogenous Construct of Tourism Commodities, Tourism Costs, Tourist Comfort, and Tourist Communication.



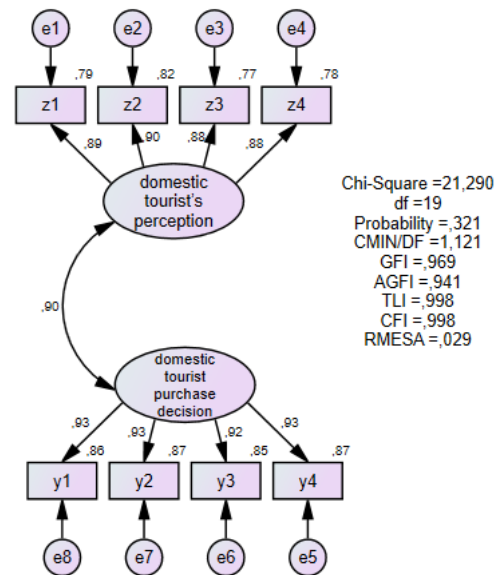
Source: Amos Output Results, 2026

Based on figure 1, in the variables of Tourism Commodities, Tourism Costs, Tourist Comfort, and Tourist Communication, there are chi square 132,547, probability 0.101, CMIN/DF 1.173, RMSEA 0.034, GFI 0.908, AGFI 0.876, TLI 0.990, CFI 0.992.

Endogenous Confirmatory Factor Analysis (CFA) Test Results

Based on the endogenous CFA value, the values obtained from the variables of Tourist Perception and Return Visit Decision are as follows:

Figure 2. Endogenous Constructs of Tourist Perceptions and Revisit Decisions



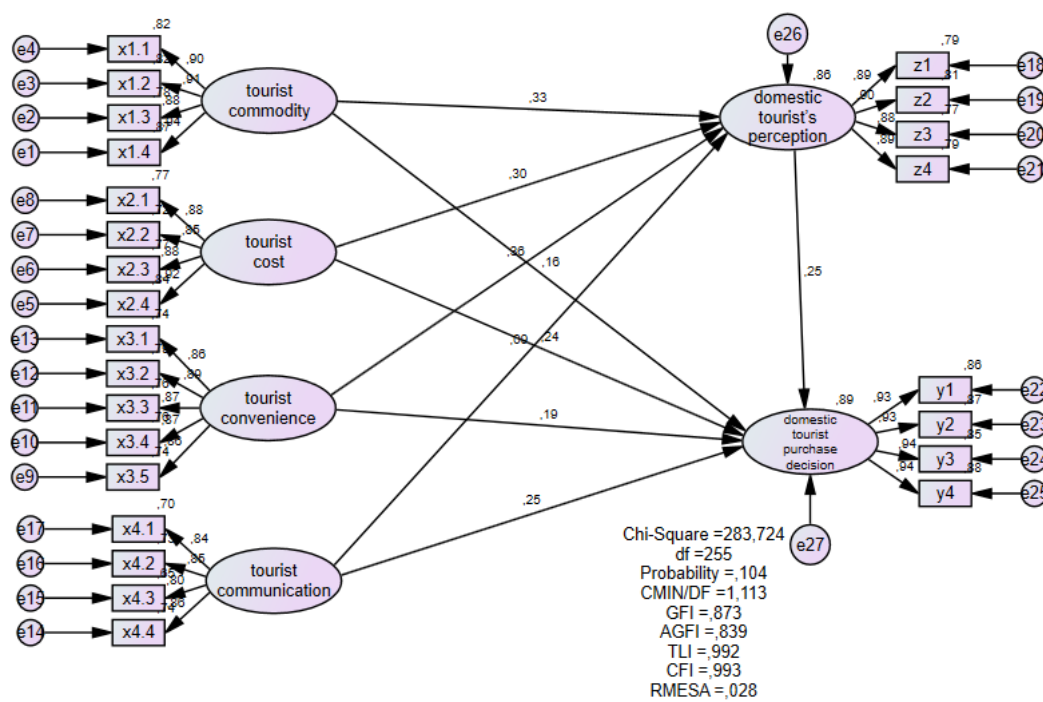
Source: Data Processed, 2026

Based on Figure 3, the variables of Tourist Perception and Return Visit Decision were obtained with a Chi-Square value of 21.290, Probability of 0.321, CMIN/DF of 1.121, RMSEA of 0.029, GFI of 0.969, AGFI of 0.941, TLI of 0.998, and CFI of 0.998.

Uji Full Model Structur Equation Modeling (SEM) AMOS

Model suitability checks were performed to assess whether they met the criteria using Chi-square, probability, RMSEA, CMIN/DF, GFI, AGFI, TLI, and CFI. The model used in this study is as follows:

Figur 3. Model Structural Equation Modeling (SEM) AMOS



Source: Data Processed, 2026

Based on the results of the Goodness of Fit test, the Chi-Square score was 283.724, the Probability was 0.104 (> 0.05), and the CMIN/DF was 1.113 (< 2.00). These results show that the model has a good level of compatibility with the research data so that it can be declared fit. In addition, the TLI value of 0.992, CFI of 0.993, and RMSEA of 0.028 have also met the required cut-off criteria. Meanwhile, the GFI value of 0.873 and the AGFI of 0.839 are still in the marginal fit category because they are slightly below the standard value of 0.90. Nonetheless, these conditions are still acceptable because most of the Goodness of Fit index has met the recommended criteria. Therefore, the structural model in this study can be stated to have a good feasibility level and is suitable for hypothesis testing and analysis of intervariable relationships.

3. RESULTS AND DISCUSSION

Tourism Commodities on Tourist Perception

The results of the analysis showed that Tourism Commodities had a positive and significant effect on Tourist Perception, with an estimated value of 0.275, a C.R. value of 4.432, and a $p < 0.001$. These findings show that the better the tourist commodities that Palabuhanratu Beach has, such as tourist attractions, amenities, accessibility, and supporting facilities, the more positive the tourists' perception of the destination. Tourism commodities are the main experience that tourists receive during their visit, so they become the basis for forming an assessment of the quality of destinations. The results of this study are in line with Rizaldi et al. (2024) who stated that tourism commodities are an important factor in shaping

tourists' perception of destinations. These findings also support the research of Bujung et al. (2023) who explain that well-managed tourism commodities are able to increase the satisfaction, loyalty, and decision of tourists to make return visits.

Travel Costs on Tourist Perception

The variable of Tour Costs has a positive and significant effect on Tourist Perception, with an estimated value of 0.294, a C.R. value of 5.113, and a $p < 0.001$. These results show that tourists assess the cost of traveling to Palabuhanratu Beach is still in accordance with the benefits and experiences gained during travel. The better the match between the costs incurred and the quality of the tourist experience, the more positive the tourists' perception of the destination. These findings support the concept of perceived value which explains that tourists will give a positive assessment if the benefits received are greater or at least proportional to the costs incurred. The results of this study are also consistent with the research of Huda et al. (2022) and Nurbaeti et al. (2021) which stated that tourism costs have a positive effect on tourist perception.

Tourist Comfort to Tourist Perception

The Tourist Comfort variable has a positive and significant effect on Tourist Perception, with an estimated value of 0.382, a C.R. value of 4.891, and a $p < 0.001$. The estimated value is the largest compared to other exogenous variables that affect tourist perception. This shows that comfort is the most dominant factor in shaping tourists' perception of Palabuhanratu Beach. The condition of the destination that is clean, safe, comfortable, easily accessible, and supported by adequate facilities can improve the tourist experience so as to produce a positive perception. These findings are in line with the research of Yusril et al. (2021), Surya et al. (2025), and Hakim et al. (2025) which stated that tourist comfort plays an important role in increasing tourist perception and satisfaction.

Travel Communication to Tourist Perception

In contrast to the previous variable, Tourism Communication does not have a significant effect on Tourist Perception, although it has a positive relationship direction. The test results showed an estimated value of 0.104, a C.R. value of 1.457, and $p = 0.145$, so the hypothesis was rejected. These findings indicate that the information received by tourists through promotional media, social media, and marketing communication has not been the main factor in shaping the perception of Palabuhanratu Beach. Tourists' perceptions are more influenced by their first-hand experience during their visit than by the information received before traveling.

Travelers' Perceptions of Return Visits

The results of the study showed that Tourist Perception had a positive and significant effect on the Decision to Revisit, with an estimated value of 0.329, a C.R. value of 2.193, and $p = 0.028$. These results show that the more positive the perception of tourists towards Palabuhanratu Beach, the greater the likelihood that tourists will decide to return to visit. A good perception of the quality of the destination will increase the trust, satisfaction, and loyalty of tourists. These findings are in line with the research of Wahim (2024) and Unarto et al. (2025) which stated that the perception and image of destinations affect revisit intention.

Tourism Commodities on the Decision to Visit Again

The results of the analysis showed that Tourism Commodities had a positive and significant effect on the Decision to Revisit, with an estimated value of 0.175, a C.R. value of 2.210, and $p = 0.027$. This is an important change compared to the previous version. In the latest results, this hypothesis is accepted, so that the quality of tourism commodities not only shapes the perception of tourists, but also directly encourages tourists to return to visit. The more complete the attractions, facilities, and amenities available, the higher the tendency of tourists to revisit.

Tour Fees on the Decision to Visit Again

The variable of Tour Costs had a positive and significant effect on the Decision to Revisit, with an estimated value of 0.309, a C.R. value of 4.003, and a $p < 0.001$. These findings show that tourists are willing to make a return visit if the costs incurred are considered proportional to the benefits received. Therefore, managers need to maintain cost affordability without compromising the quality of services and tourist experiences.

Travelers' Comfort of Returning Visits

The results of the study showed that Tourist Comfort had a positive and significant effect on the Decision to Revisit, with an estimated value of 0.258, a C.R. value of 2.478, and $p = 0.013$. This result differs from previous versions which showed a less significant effect. In the final model, tourists who feel comfortable during their visit have a higher tendency to revisit Palabuhanratu Beach. Therefore, environmental cleanliness, safety, facilities, and service quality need to be continuously improved.

Travel Communication on Return Visits

The Tourism Communication variable had a positive and significant effect on the Decision to Revisit, with an estimated value of 0.368, a C.R. value of 4.339, and a $p < 0.001$. These findings show that communication strategies through social media, digital promotion, word of mouth, and official communication from managers are able to increase the confidence of tourists to return to visit. Although communication does not have a significant effect on the perception of tourists, it still plays an important role in driving in-person revisit decisions.

CONCLUSION

This study aims to analyze the influence of tourism commodities, tourism costs, tourist comfort, and tourism communication on the perception of domestic tourists and their impact on the decision to revisit Palabuhanratu Beach. The results of the analysis using Structural Equation Modeling (SEM) showed that tourism commodities, tourism costs, and tourist comfort had a positive and significant effect on the perception of domestic tourists, while tourism communication had a positive but not significant effect on the perception of domestic tourists. Furthermore, the perception of domestic tourists has been proven to have a positive and significant influence on the decision to revisit. On the direct influence on the decision to revisit, the cost of tourism and tourism communication has a positive and significant effect, while tourism commodities and tourist comfort do not have a significant effect. These findings indicate that tourism and convenience commodities play a greater role in shaping tourist perceptions first, which then drives the decision to revisit. The results of the study confirm that the perception of domestic tourists is the most dominant factor in increasing the decision to revisit Palabuhanratu Beach. Therefore, destination managers need to prioritize improving the quality of tourist commodities, providing comfortable facilities, setting costs in accordance with the benefits received by tourists, and strengthening marketing communication strategies in order to be able to build positive perceptions and increase tourist loyalty through repeat visits.

REFERENCES

- Agapa, M., Suryanto, T., & Wibowo, A. (2021). Tourism marketing communication and destination branding in the digital era. *Journal of Tourism and Hospitality Management*, 9(2), 112–124.
- Ahmad, F., & Nasution, R. (2022). The influence of tourism communication on tourists' revisit intention. *Journal of Tourism Management Research*, 9(1), 55–68.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alim, M., Sari, N., & Putra, D. (2023). Tourist comfort and destination satisfaction: Evidence from Indonesian tourism destinations. *Journal of Tourism and Hospitality Studies*, 15(1), 45–58.
- Buhalis, D., Leung, D., & Lin, M. (2023). Smart tourism destinations and tourist experiences: Current trends and future directions. *Tourism Management Perspectives*, 45, 101072.
- Charles, R., Lim, W. M., & Wong, K. (2022). Factors affecting domestic tourists' repeat purchase intention towards accommodation in Malaysia. *International Journal of Tourism Research*, 24(3), 356–372.
- Çağrı, A., Kurniawan, A., & Yusuf, M. (2023). Study of factors affecting domestic tourism purchase in SMEs food and beverage based in Manado City. *Journal of Indonesian Tourism and Development Studies*, 11(2), 101–112.
- Cambra-Fierro, J., Melero-Polo, I., & Sese, F. J. (2022). Destination communication and tourist behavioural intention in the post-pandemic era. *Journal of Destination Marketing & Management*, 24, 100698.
- Ghozali, I. (2021). Model persamaan struktural: Konsep dan aplikasi dengan program AMOS 24 (Edisi ke-8). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate data analysis* (9th ed.). Cengage Learning.
- Hakim, M., Prasetyo, A., & Rahman, F. (2025). Tourist comfort as a determinant of destination loyalty. *Journal of Tourism Futures*, 11(1), 44–58.

- Huda, M., Prasetyo, B., & Lestari, D. (2022). Perceived value and tourist revisit intention: The mediating role of satisfaction. *Jurnal Manajemen Pariwisata*, 8(2), 96–108.
- Lin, Y., Chen, H., & Wang, P. (2025). The impact of tourism commodities on tourist experience and destination loyalty. *Tourism Recreation Research*, 50(1), 88–103.
- Miftahul Jannah, N., Suryadi, D., & Hidayat, A. (2022). Pengaruh persepsi wisatawan terhadap minat berkunjung kembali pada destinasi wisata alam. *Jurnal Kepariwisata Indonesia*, 17(2), 135–146.
- Nabila, R., Hidayat, T., & Siregar, A. (2024). Tourist comfort and revisit intention: The mediating role of destination image. *Journal of Tourism and Leisure Research*, 6(1), 24–36.
- Nurbaeti, N., Setiawan, B., & Fauzi, A. (2021). Pengaruh daya tarik wisata, aksesibilitas, harga, dan fasilitas terhadap minat berkunjung wisatawan. *Jurnal Pariwisata Nusantara*, 3(2), 90–102.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
<https://doi.org/10.1177/002224378001700405>
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy*. Harvard Business School Press.
- Rafa'al, A., Suryana, Y., & Kurniawan, D. (2021). Tourism communication strategy and domestic tourist decision-making. *Jurnal Komunikasi Pembangunan*, 19(2), 125–138.
- Rizaldi, R., Firmansyah, D., & Hidayat, M. (2024). Tourism commodities and destination competitiveness in Indonesia. *Jurnal Manajemen Pariwisata*, 10(1), 33–45.
- Sembiring, R., & Riadi, M. (2025). Digital tourism communication and revisit intention among domestic tourists. *Journal of Tourism Development*, 13(1), 57–69.
- Sukrin, S. (2021). Pengaruh komoditas wisata terhadap persepsi dan keputusan wisatawan pada destinasi wisata bahari. *Jurnal Pariwisata Terapan*, 5(1), 14–25.
- United Nations World Tourism Organization. (2023). *World tourism barometer* (Vol. 21). UN Tourism.

- Yusril, M., Ramadhan, F., & Putri, N. (2021). Service quality and tourist comfort as determinants of tourist satisfaction. *Jurnal Manajemen Hospitality*, 7(2), 88–99.
- Zebua, Y. (2020). Pengaruh persepsi wisatawan terhadap loyalitas dan minat berkunjung kembali pada destinasi wisata. *Jurnal Kepariwisata*, 14(3), 201–212.