

The Effect of Promotion and Destination Image on Interest in Revisiting Artificial Tourist Attractions (Case Study Theme Park Dunia Fantasi Ancol)

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ABSTRACT

This study aims to: (a) to identify the effect of promotion on the interest in visiting Dunia Fantasi Theme Park (b) to identify the effect of destination image on the interest in visiting Dunia Fantasi Theme Park (c) to identify the extent to which promotion and destination image together affect the interest in visiting Dunia Fantasi Theme Park. This research applies an associative method with a quantitative approach. The research population includes tourists who have visited the Dunia Fantasi Theme Park. Sampling was done by simple random sampling with a sample size of 100 people. Data were collected through the use of questionnaires and processed with the IBM SPSS version 25 application. Data analysis in this study used multiple linear regression methods. The results of the study indicate that: (a) promotion has a positive impact on tourists' revisit interest in Dunia Fantasi Theme Park, which is supported by a regression coefficient of 0.309 and a significance of $0.000 < 0.05$. (b) destination image has a positive effect on tourists' revisit interest in Dunia Fantasi Theme Park, as evidenced by a regression coefficient of 0.460 and a significance of $0.000 < 0.05$. (c) promotion and destination image together have a positive impact on tourists' interest in revisiting at Dunia Fantasi Theme Park, as evidenced by the F value of 100,600 and a significance of $0.000 < 0.05$.

Keywords: Promotion, Destination Image, Interest in Revisiting, Theme Park Dunia Fantasi, Multiple Linear Regression Method

1. INTRODUCTION

One of the artificial tourist attractions that can be found in Indonesia is an amusement park. Amusement parks as an attraction for visitors are designed as entertainment facilities that at least have gardens, play zones, performance stages, and general game devices [1]. One form of amusement park known throughout the world is Theme Park, which has a similar meaning to a theme park. In particular, the difference between an amusement park and a Theme Park lies in the use of themes integrated in the construction of the Theme Park. A quality Theme Park should be able to inspire imaginative and emotional experiences for its visitors, making them feel as if they are part of the theme story presented.

Dunia Fantasi or commonly abbreviated as Dufan is part of Taman Impian Jaya Ancol and has been the first and largest Theme Park in Indonesia since its establishment on 29 August 1985. Reporting from the official website of Taman Impian Jaya Ancol 2024, Dunia Fantasi Theme Park is not only a place of recreation, but also presents an Edutainment (Education and Entertainment) segment which aims to provide education and increase environmental awareness through rides and events that are held. Dunia Fantasi Theme Park pampers its visitors through a Fantasy Around the World experience, this experience is presented through 34 high-tech game rides, which are divided into 9 areas namely Indonesia, Jakarta, Asia, Europe, America, Greece, Hikayat, Kidz Fantasy, and Cartoon World.

Each tourist destination presents a variety of top attractions that can be enjoyed, and many destinations offer similar attractions, resulting in a lack of clear distinctions among destinations,

making the decision to choose a destination difficult for tourists [2]. One of the ultimate goals of a tourist destination is to achieve success in competition, and achieving this goal requires a series of activities, including presenting offers that attract visitors to visit again [3]. Return visit interest reflects the desire to visit a tourist destination again in the future [4]. Seeing the dynamics of competition in the tourism business which is getting tighter and the emergence of new competitors, Dunia Fantasi Theme Park as a tourist destination needs to understand market dynamics and factors that influence visitor interest in returning to visit in an effort to maintain and increase its attractiveness.

Promotion is an activity carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing or using services according to their needs [5]. Through various social media platforms and discount programmes such as Annual Pass and Fast Track tickets, Dunia Fantasi seeks to attract attention and increase visitor participation. Previous research by [6] shows that promotional strategies have a positive and significant effect on repeat visit interest.

Another factor that attracts tourists to visit again is the destination image or also known as Destination Image. Without a strong and positive image, companies will have difficulty attracting and retaining visitors [7]. Destination image is a mental representation of tourists that includes feelings, thoughts, opinions, and overall perceptions related to a particular destination [8]. A positive destination image, such as that of Dunia Fantasi, can be obtained through visitor reviews, media coverage, and positive responses from the public. However, it is important to address visitor complaints and improve service and overall experience. Technical incidents such as the shutdown of the Tornado ride should be handled quickly and transparently, with a focus on visitor safety. Improving services and the overall visitor experience can improve destination image, which has a positive impact on repeat visit interest, in accordance with previous research by [9] which states that destination image has a positive effect on repeat visit interest.

Dunia Fantasi Theme Park in Ancol remains the main man-made tourist attraction that attracts more visitors than any other man-made tourist attraction in the region. The number of visits reached 3,224,490 from 2020 to 2022, with a decrease in 2020 and 2021 due to the Covid-19 pandemic, and an increase in 2022 after the end of the restriction policy. Dunia Fantasi Theme Park is experiencing developments from time to time in its management and product development, the goal is to be able to meet the expectations of tourists so that tourists will visit Dunia Fantasi Theme Park again. The number of visitors greatly affects the survival of companies engaged in tourism, because visitors are a source of income [10].

Seeing these dynamics, promotion and destination image are two key aspects that can influence visitors' interest in returning to a tourist destination. Promotion as a marketing effort that involves various media and strategies has the potential to increase visitor interest. On the other hand, destination image creates positive perceptions and expectations of the destination, which can be a determining factor in visitors' decision making to repeat their visit [1]. In the context of Dunia Fantasi Theme Park, understanding the extent to which promotion and destination image can influence visitors' interest in returning is crucial. Therefore, this study aims to identify and analyse the influence of promotion and destination image on visitors' intention to return to visit Dunia Fantasi Theme Park. In line with the background of the problem, researchers are interested in conducting research with the title "The Effect of Promotion and Destination Image on Interest in Return Visits at Artificial Tourism Attractions (Case Study Theme Park Dunia Fantasi Ancol)".

2. LITERATURE REVIEW

2.1 *Promotion*

Promotion is a form of persuasive communication that encourages increased sales and company growth [11]. The creative ability to create unique promotions is critical to the success of a marketing strategy. In another perspective, promotion is part of marketing communication which aims to influence the target market to accept, buy, and remain loyal to the products offered [12]. Promotion is considered a crucial element in marketing management that can change consumer interest and encourage purchases. Promotion indicators according to [13] include:

1. Promotion Reach: The total promotion that a company does in a given period through various media.
2. Promotion Quality: Evaluation of the quality of the promotion, including content, attractive design, and media used.
3. Promotion Quantity: Consumer assessment of the number of promotions that have been carried out.
4. Promotion Time: The duration of the promotion carried out by the company.
5. Target Accuracy of Promotion: The extent to which the promotion is in accordance with the intended target to achieve company goals.

2.2 *Destination Image*

Destination image is a representation of all objective information, prejudices, imagination, and emotional perceptions that individuals or groups have about a particular location [14]. There are two crucial factors in destination image formation [15]. First, a person can form an image of a destination even without visiting it directly through the information media they receive. Second, a person's destination image can change before and after making a direct visit. From these studies, it can be concluded that destination image includes the images, beliefs, perceptions, and thoughts that travellers have towards a destination, and plays an important role in travel decision-making [12]. The three-element approach has become more commonly used as a theoretical foundation in destination image research. These three elements include cognitive, affective, and conative [16].

1. Cognitive Image: The cognitive approach evaluates the attributes of a tourism destination's resources and attractions that motivate visitors.
2. Affective Image: The affective approach involves emotional responses or feelings felt by tourists towards the destination.
3. Conative Image: The conative approach includes how visitors use their knowledge to take action, such as intention to revisit and recommend the destination to others.

2.3 *Interest in Revisiting*

According to research by [17] interest can be defined as an individual's subjective personal belief in the possibility of carrying out a particular action or behaviour. [18] explain that interest in revisiting is an expression of loyalty or a concrete action that shows a person's readiness to revisit the same destination. Furthermore, according to

[19], interest in revisiting is influenced by attitudes towards past experiences, and tourists' decisions to return to visit are based on perceived experiences and perceptions formed from previous visits. According to [20] in [21] There are three indicators of revisit interest, namely:

1. Revisiting Intention: Visitors have a desire to return to visit a particular tourist destination after having an experience there.
2. Recommendation Intention: Visitors intend to give recommendations about tourist destinations to their closest people after visiting them, because they are considered to be able to fulfil their travelling needs.
3. Promotion Intention: Visitors plan to promote tourist destinations to others after visiting, and are interested in returning because of promotions carried out by the tourist attraction manager.

3. METHODS

The research method applied in this research is an associative method with a quantitative approach. According to [22] Associative methods refer to the formulation of research problems that aim to investigate the relationship between two or more variables. [22] also explains that the quantitative method is a research approach rooted in the philosophy of positivism, used to study populations or samples, use research instruments for data collection, apply quantitative statistical-based data analysis, with the aim of testing predetermined hypotheses. The survey method was chosen as the primary data source. Survey research uses a questionnaire or questionnaire instrument to find out the respondents' answers so that it is possible to solve the problem.

1. Place and Time of Research

The place or location in this research is the World Fantasy Theme Park (Dufan) which is located at Taman Impian Jaya Ancol, North Jakarta, DKI Jakarta. This research time was carried out for 4 months, namely from November 2023 to February 2024.

2. Data Source and Data Type

1) Primary Data

In the context of this research, primary data refers to the results of answers from questionnaires distributed to visitors who have visited Dunia Fantasi Theme Park once in 2022.

2) Secondary Data

In this research, the secondary data sources utilised include literature in the form of journals, books, and legal bases relevant to the research formulation. In the context of this research, secondary data is obtained from websites that are still relevant to the focus of the research.

3. Population

Population refers to the generalisation of objects or subjects with the quantity and characteristics that have been determined by the researcher to study, from which conclusions can be drawn [22]. the population in this study are tourists who have visited the Dunia Fantasi Theme Park (Dufan) at least once in 2022, totalling 1,938,217.

4. Sampel

According to [22] Samples are part of the number and characteristics of the population. The sampling procedure uses simple random sampling technique, namely taking sample members from a population that is carried out randomly without regard to the strata in that population. The sampling method in this study is probability sampling sampling which

provides equal opportunities or opportunities for each element or member of the population to be selected as a sample [22]. The respondent criteria taken as a sample are individual visitors, both men and women who have visited the Dunia Fantasi Theme Park (Dufan) at least once in 2022. Sampling in this study using the slovin formula. The sample in the study was 100 respondents.

5. Variable Identification

In the research conducted, there are 2 independent variables, namely promotion (X1), destination image (X2), and 1 dependent variable, namely interest in revisiting (Y) at the Theme Park Dunia Fantasi (Dufan).

4. RESULTS AND DISCUSSION

4.1 Dunia Fantasi Area

Dunia Fantasi, in addition to its role as an outdoor entertainment centre, it is also the largest Edutainment (Education and Entertainment) area in Indonesia that pampers its visitors through the experience of Fantasi Around the World experience. This experience is presented through 34 high-tech rides that are divided into 9 areas

4.2 Test the Research Instrument

A questionnaire in research is recommended to test its validity and reliability. The aim is to ensure that the data obtained through the questionnaire can be considered valid and reliable.

1. Validity Test

Based on the results of the questionnaire involving 100 respondents, statement instrument is valid if the calculated R value is greater than the R table and the significance value is less than 0.05 is fulfilled.

2. Reliability Test

Variables promotion, destination image, and revisit interest have a Cronbach's Alpha (α) value that exceeds 0.60. Cronbach's Alpha (α) which exceeds 0.60. This indicates that the variables contained in the questionnaire have a high level of reliability. Therefore, it can be concluded that the questionnaire is reliable and provides consistent results in measuring the consistent results in measuring the aspects under study.

Table 1. Reliability Test Results

Reliability Test				
Variable	N	Cronbach's Alpha	Batas Cronbach's	Description
Promotion (X1)	20	0,955	0,60	Reliabel
Destinaton Image (X2)	12	0,913	0,60	Reliabel
Interest in Revisiting (Y)	12	0,937	0,60	Reliabel

Source: SPSS 25, processed in 2024

4.3 Classical Assumption Test

1. Normality Test

Using the *Kolmogorov-Smirnov* method, found a significance value of 0.11 which exceeds the limit value α (0.05). From this result, it can be concluded that the normality assumption for the regression method regression method in this study is fulfilled, considering that a higher significance value indicates that the data has a higher distribution. significance value indicates that the data has a normal distribution.

2. Multicollinearity Test

Shows the tolerance value of the two independent variables is 0.380, and the VIF value of the two independent variables is 2.633. The condition that there are no there are no symptoms of multicollinearity in the regression model if the tolerance value is greater than 0.10 and the VIF value

is less than 10, is fulfilled in this case. So it can be concluded that the variables used in this variables used in this study do not show a high level of correlation with each other and can be used together in regression analysis.

3. Heteroscedasticity Test

The Glejser test for heteroscedasticity is used to evaluate whether there is non-uniformity in the variance of residuals between observations in a regression model. The basic principle of the heteroscedasticity test is if the significance value (sig) is greater than 0.05, it can be concluded that no heteroscedasticity occurs. The significance test results show a value of 0.025 for the promotion variable and 0.402 for the destination image variable. With a significance value that exceeds 0.05, it can be concluded that there is no heteroscedasticity in the regression model for these two variables.

4. Autocorrelation Test

Durbin-Watson (DW) with a significance level α of 5% and a sample size n of 100 and because it uses 2 independent variables, the dL value for $n = 100$ is 1.6337, while the dU value for $n = 100$ is 1.7152. If the formula is applied, namely $dU < d < 4-dU$, or $1.715 < 2.016 < 2.2848$, it can be interpreted that the results of the autocorrelation test using the *Durbin-Watson* (DW) method support the null hypothesis and indicate the absence of autocorrelation.

4.4 Model Feasibility Test

1. Hypothesis Test Results (T Test)

The T test is used to test the significance of the effect of each independent variable in the model on the dependent variable individually. The aim is to assess the extent to which one independent variable can explain variations in the dependent variable.

To find out the value of the T table, it can be done in the following way: $t(\alpha 0.05/2; n-k-1) = (0.025; 100-2-1) = (0.025; 97) = 1.984$. The explanation of the t test results for each independent variable is as follows:

Table 2. Hypothesis Research Test Results (T Test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.860	3.355		.256	.798
	Promotion	.309	.061	.476	5.067	.000
	Destination Image	.460	.110	.392	4.174	.000

a. *Dependent Variable: Interest in Revisiting.*

Source: SPSS 25, processed in 2024

1) Promotion

The t value of 5.067 was obtained from the statistical test results for the promotion variable, with a significance value of 0.000 ($0.000 < 0.05$). The regression coefficient shows a positive value of 0.309. Therefore, the hypothesis stating that "promotion has a positive influence on interest in visiting again at the World Fantasy Theme Park" can be **accepted**.

2) Destination Image

The calculated t value of 4.174 is obtained from the statistical test results for the destination image variable, with a significance value of 0.000 ($0.000 < 0.05$). The regression coefficient shows a positive value of 0.460. Therefore, the hypothesis stating that "destination image has a positive influence on return visit interest at Dunia Fantasi Theme Park" can be **accepted**.

2. Anova Test (F Test)

Multiple linear regression analysis using the F (Fisher) test has the aim of assessing the overall influence of variables such as promotion, and destination image on interest in revisiting at

the Dunia Fantasi Theme Park. If the significance value is less than 0.05 ($\text{sig} < 0.05$), it can be concluded that the regression model has statistical significance.

To find out the Ftable value, it can be done in the following way: $f(k; n-k) = f(2; 100-2) = f(2; 98) = 3.089$

Table 3. Anova Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6803.093	2	3401.546	100.600	.000 ^b
	Residual	3279.817	97	33.813		
	Total	10082.910	99			
a. Dependent Variable: Interest in Revisiting						
b. Predictors: (Constant), Destination Image, Promotion.						

Source: SPSS 25, processed in 2024

From the test results, it was found that the calculated F value was 100.600 with a significance level of 0.000. Since the significance value is lower than 0.05 ($0.000 < 0.05$), it can be concluded that the hypothesis which states "promotion and destination image simultaneously have a positive influence on return visit interest at Dunia Fantasi Theme Park" can be **accepted**.

3. Determination Coefficient Test

The coefficient of determination is a method to measure the extent to which the independent variable affects the dependent variable. The range coefficient of determination is between 0 and 1, and the closer the value is to 1, the greater the influence of the independent variable on the dependent variable.

Table 4. Test Results of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821	.675	.668	5.815

Source: SPSS 25, processed in 2024

Promotion variables and destination image on return visit interest, as measured by using adjusted R² in this study, is 0.668. This means that the independent variables in the model are able to explain 66.8% of the variation in the dependent variable. Another 33.2% ($100\% - 66.8\%$) of the variation is explained by variables outside the model.

4. Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results

Independent Variable	Regression Coefficient (b)	Conclusion
Promotion (X1)	0,309	Positif
Destination Image (X2)	0,460	Positif
Constant = 860		
Dependent Variable = Interest in Revisiting (Y).		

Source: SPSS 25, processed in 2024

From the results of regression analysis, it can be seen that the multiple linear regression equation is as follows:

$$Y = a + bx_1 + bx_2 + e$$

$$Y = 860 + 0.309 + 0.460 + e$$

Promotion regression coefficient (b1), destination image (b2) has a positive regression coefficient. This shows that promotion (b1), and destination image (b2) have a positive influence on return visit interest (Y).

5. CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn some conclusions as follows:

1. Promotion has a positive effect on interest in visiting again at the Theme Park Dunia Fantasi. This is evidenced by the calculated t value of 5.067; the significance value is lower than 0.05 ($0.000 < 0.05$), and the regression coefficient shows a positive value of 0.309.
2. Destination image has a positive effect on interest in visiting again at the Theme Park Dunia Fantasi. This is evidenced by the t value of 4.174; the significance value is lower than 0.05 ($0.000 < 0.05$), and the regression coefficient shows a positive value of 0.460.
3. Promotion and destination image have a positive effect on interest in revisiting at Dunia Fantasi Theme Park. This is evidenced with a calculated F value of 100.600; the significance value is lower than 0.05 ($0.000 < 0.05$), and the regression coefficient shows a positive value of 6,803,0.

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