
**THE PUSH AND PULL MOTIVATIONAL FACTOR OF DESTINATION LOYALTY
OF BUNAKEN ISLAND IN MANADO, NORTH SULAWESI****FAKTOR MOTIVASI PUSH DAN PULL DARI LOYALITAS DESTINASI TERHADAP
PULAU BUNAKEN DI MANADO, SULAWESI UTARA**

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Abstract: Bunaken is an island of 8 km², part of the Bunaken National Marine Park. Bunaken is located at the northern tip of the island of Sulawesi, Indonesia.. Bunaken National Park extends over an area of 890.65 km² of which only 3% is terrestrial, including Bunaken Island, as well as the islands of Manado Tua, Mantehage, Nain and Siladen. Bunaken National Park can be reached through Manado Harbor, Marina Nusantara Diving Center (NDC) in Molas Subdistrict and Blue Banter Marina. From Manado Harbor by motor boat to Bunaken island + 30 minutes, from Blue Banter Marina by cruise ship for Bunaken Island can be reached within 10-15 minutes, while from NDC to dive site on Bunaken island by speed boat within + 20 minutes. This research used quantitative method. The sample of this research is 100 respondents. This research used purposive sampling and the data filled by the questionnaire. The result of this research shows that the independent variable which are push motivational factor and pull motivational factor simultaneously affect destination loyalty as the dependent variable, push motivational factor as one of independent variables does not partially affects destination loyalty significantly, pull motivational factor as one of independent variables does partially affects destination loyalty significantly. Recommendation is Bunaken Island should keep improving their local culture as a signature for people to come to their island and services such as resort and else that being open in bunaken island should keep develops to what the tourist needs because it will make tourist comes back again.

Keywords: *marketing, destination loyalty.*

Abstrak: Bunaken adalah sebuah pulau seluas 8 km², bagian dari Taman Laut Nasional Bunaken. Bunaken terletak di ujung utara pulau Sulawesi, Indonesia. Taman Nasional Bunaken membentang seluas 890,65 km² dimana hanya 3% adalah terestrial, termasuk Pulau Bunaken, serta pulau-pulau Manado Tua, Mantehage, Nain dan Siladen. Taman Nasional Bunaken dapat dicapai melalui Pelabuhan Manado, Nusantara Diving Center (NDC) di Molas dan Blue Banter Marina. Dari Pelabuhan Manado dengan perahu motor ke pulau Bunaken + 30 menit, dari Blue Banter Marina dengan kapal pesiar untuk Pulau Bunaken dapat dicapai dalam waktu 10-15 menit, sedangkan dari NDC ke tempat menyelam di pulau Bunaken dengan speed boat dalam waktu + 20 menit. Tujuan dari penelitian ini adalah untuk menemukan dampak dari motivasi loyalitas tujuan pada pulau bunaken. Penelitian ini menggunakan metode quantitative. Sampel penelitian ini adalah 100 responden. Penelitian ini menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa faktor motivasi dorongan dan faktor motivasi tarik secara bersama-sama mempengaruhi loyalitas destinasi, faktor motivasi dorongan tidak mempengaruhi loyalitas tujuan secara signifikan, faktor motivasi tarik sebagian mempengaruhi loyalitas tujuan secara signifikan. Pulau Bunaken sebaiknya terus meningkatkan budaya lokal mereka agar supaya bagi yang akan datang ke pulau bunaken dan untuk layanan seperti resort dan lain yang sedang terbuka di pulau bunaken sebaiknya terus berkembang untuk memenuhi kebutuhan wisatawan sehingga membuat wisatawan datang kembali.

Kata kunci: *marketing, loyalitas destinasi.*

INTRODUCTION

Research Background

The target market of a tourism destination can be segmented based on various demographic categories such as age, occupation, education, and other characteristics that can be observed empirically. Foreign tourists have the tendency to travel farther and stay longer than all the other groups, so that the longer they stay in a destination the more they spend. Senior tourists also have the tendency to share knowledge and skills with locals at the destination. They are also not bound by seasonality and they tend to stay in a destination for a longer term by renting a property.

According to Spillane (1993), Indonesia should actively capture the tourism market, which necessitates adequate planning including qualified human resources and the availability of high quality facilities to provide good services. Moreover, the potential of the senior tourism segment is in accordance to the current prospect of tourism development in the global perspective, so that the growth of this market segment is worth seizing by the tourism operators. Research on the topic of senior tourism in Indonesia has been lacking, which causes Indonesia's tourism destinations especially Bunaken unable to fully prepare for the potential and growth of this market segment. This gap necessitates research studies beneficial to the development of tourism destinations in the immediate and distant future.

Bunaken is an island of 8 km², part of the Bunaken National Marine Park. Bunaken is located at the northern tip of the island of Sulawesi, Indonesia. It belongs administratively to the municipality of Manado. Scuba diving attracts many visitors to the island. Bunaken National Park extends over an area of 890.65 km² of which only 3% is terrestrial, including Bunaken Island, as well as the islands of Manado Tua, Mantehage, Nain and Siladen.

Bunaken National Park can be reached through Manado Harbor, Marina Nusantara Diving Center (NDC) in Molas Subdistrict and Blue Banter Marina. From Manado Harbor by motor boat to Bunaken island + 30 minutes, from Blue Banter Marina by cruise ship for Bunaken Island can be reached within 10-15 minutes, while from NDC to dive site on Bunaken island by speed boat within + 20 minutes.

In this region, there are 22 villages with a population of about 35,000 people. Most of them work as fishermen or coconut farmers, sweet potatoes, bananas and seaweed for export, while others work as guides, workers in cottages and boat captains. The waters of Bunaken National Marine Park are up to 1,566 m deep in Manado Bay, with temperatures ranging between 27 and 29 °C. It has a high diversity of corals, fish, echinoderms or sponges. Notably, 7 of the 8 species of giant clams that occur in the world, occur in Bunaken. It also claims to have seven times more genera of coral than Hawaii, and has more than 70% of all the known fish species of the Indo-Western Pacific.

Oceanic currents may explain, in part, why Bunaken National Marine Park has such a high level of biodiversity. Northeastern currents generally sweep through the park but abundant counter currents and gyros related to lunar cycles are believed to be a trap for free swimming larvae. This is particularly true on the south side of the crescent-shaped Bunaken Island, lying in the heart of the park. A snorkeler or diver in the vicinity of Lekuan or Fukui may spot over 33 species of butterfly fish and numerous types of groupers, damselfishes, wrasses and gobies. The gobies, smallish fish with bulging eyes and modified fins that allow them to attach to hard surfaces, are the most diverse but least known group of fish in the park.

Between 2003 and 2006, the number of visitors in Bunaken National Park reached 32,000 to 39,000 people, with 8-10,000 of them foreign tourists. With the development of Manado cities and North Sulawesi itself, this number of visitors is possibly keep increasing year by year, and become the obvious reason why researcher use Bunaken Island as the main object of this research.

A review of the literature on motivation reveals that people travel because they are "pushed" into making travel decisions by internal, psychological forces, and "pulled" by the external forces of the destination attributes (Uysal and Jurowski, 1994). Accordingly, satisfaction with based on these push and pull forces, contributes to destination loyalty. Hypothetically, motivation will influences tourist satisfaction and then affects destination loyalty.

Research Objectives

Based on the research problems, the objective of this research is to simultaneous effect of push motivation and pull motivation on destination loyalty of Bunaken Island

1. To identify the simultaneous effect of push motivation and pull motivation on destination loyalty of Bunaken Island
2. To identify the partial effect of push motivation on destination loyalty of Bunaken Island
3. To identify the partial effect of pull motivation on destination loyalty of Bunaken Island

THEORETICAL FRAMEWORK

Marketing

This theory of marketing is the based theory on this research. In other word this theory or marketing is the core and the main theory that affected all factors and variable in this research. This theory contains the thought from the expert to support this research. Marketing is an activity, institutional response, and communication process or an appropriate offer for the customer.

According to Kotler (2009) marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants. Thus, return to definition of marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others. Exchange processes involve work. Sellers must search for buyers, identify their needs, design good products and services, promote them, and store and deliver them. Activities such as product development, research, communication, distribution, pricing and service are core marketing activities.

Kotler (2009) defined the marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do. However, the marketing concept does not mean that a company should try to give all consumers everything they want. Marketers must balance creating more value for customers against making profits for the company.

Consumer Behavior

Consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and service that they expect will satisfy their needs. Consumer behavior focuses on how individual make decisions to spend their available resource (time, money, effort) on consumption related items (Schiffman and Kanuk, 2004).

The field of consumer behavior covers a lot of ground: it is the study of the processes involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy need and desires (Solomon and Behavior 1994). In its early stages of development, researchers referred to the field as buyer behavior; this reflected an emphasis in the interaction between consumers and producers at the time of purchase. Most marketers now recognize that consumer behavior in fact an ongoing process, not morely what happens at the moment a consumers hands over money or a credit card and it turn receives some good or services.

According to Mihart (2012) consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

Pull Motivation

Motivation is conceptually described as “a state of need, a condition that serves as a driving force to display different kinds of behavior toward certain types of activities, developing preferences, arriving at some expected satisfactory outcome” (Backman et al, 1995). Travel and tourism researchers have actively introduced and examined two main components of travel motivation—these include push and pull forces. According to Crompton (1979), push motivational force is defined as “the desire to travel,” while pull motivational force is viewed as “the choice of destination.”

Offering a similar perspective, Klenosky (2002) views push factors as being associated with “whether to go,” while pull factors are related to “where to go” decided at two separate points in time. It is important, however, to note that the two sets of factors or forces are not independent even if they seem to be conceptually distinguished from each other. This relationship underlies the fact that travel decisions take place in a two-stage sequential process, where groups of consumers who have similar attitudes and perspectives toward particular

stimuli (e.g., product attributes, push motivational factor messages, pricing). Formica and Uysal emphasize the importance of segmentation and suggest that it can bring greater awareness of traveler identity.

When potential travelers' identity is revealed, it allows travel marketers and managers to develop related products or programs to effectively address individuals' travel decisions and desires to travel. To effectively develop travel products, travel marketers need to understand the distinctive and unique characteristics of travelers. For instance, it may be beneficial for travel marketers to customize marketing strategies for the university market because university students are likely to have different attitudes or perspectives about vacations, different motives that influence trip decisions, and different activity preferences (Richards and Wilson, 2004).

Destination Loyalty

Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature. The concept and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy (Flavian, Martinez, and Polo, 2001). Similarly, travel destinations can be considered as products, and tourists may revisit or recommend travel destinations to other potential tourists such as friends or relatives. However, the study of the usefulness of the concept of loyalty and its applications to tourism products or services has been limited, even though loyalty has been thought of as one of the major driving forces in the competitive market (Havitz, Dimanche and Bogle, 1994).

In the last decade, tourism or leisure researchers have incorporated the concept of consumer loyalty into tourism products, destinations, or leisure/recreation activities. Generally, loyalty has been measured in one of the following ways: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Jacoby and Chestnut, 1978). The behavioral approach is related to consumers' brand loyalty and has been operationally characterized as sequence purchase, proportion of patronage, or probability of purchase. It has been debated that the measurement of this approach lacks a conceptual standpoint, and produces only the static outcome of a dynamic process. This loyalty measurement does not attempt to explain the factors that affect customer loyalty. Namely, tourist loyalty to the products or destinations may not be enough to explain why and how they are willing to revisit or recommend these to other potential tourists.

In the attitudinal approach, based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference. Tourists may have a favorable attitude toward a particular product or destination, and express their intention to purchase the product or visit the destination. Thus, loyalty measures consumers' strength of affection toward a brand or product, as well as explains an additional portion of unexplained variance that behavioral approaches do not address (Backman et al, 1995).

Lastly, the composite or combination approach is an integration of the behavioral and attitudinal approaches (Backman et al, 1995). It has been argued that customers who purchase and have loyalty to particular brands must have a positive attitude toward those brands. However, this approach has limitations in that not all the weighting or quantified scores may apply to both the behavioral and attitudinal factors, and they may have differing measurements. Even some researchers have discounted only the behavioral or attitudinal approach, and have suggested integrating the two. Thus, the reviewed literature suggests that a full understanding of loyalty need to consider both motivation and satisfaction constructs simultaneously.

Previous Research

Kim, Noh, and Jogaratnam (2007) Multi Destination Segmentation Based on Push and Pull Motives, tells that A total of 1,488 responses obtained from an internet-based survey were analyzed to determine push and pull motivation of university students toward multi-destinations and to assess if there were statistically significant differences across the top 10 domestic destinations. Based on the analysis, six push and pull forces were appropriately delineated and substantial differences were found across the destinations. The results of this study can help more effectively predict how student travelers are pushed and pulled, and how these forces differ across U. S. domestic destinations. Marketing implications are discussed by destination.

Yoon and Uysal (2005) Examination of the effects of motivation and satisfaction on destination loyalty: a structural model. Tells this study offers an integrated approach to understanding tourist motivation and attempts to extend the theoretical and empirical evidence on the causal relationships among the push and pull motivations, satisfaction, and destination loyalty. The research model investigates the relevant relationships among the constructs by using a structural equation modeling approach. Consequently, destination managers

should establish a higher tourist satisfaction level to create positive post-purchase tourist behavior, in order to improve and sustain destination competitiveness.

Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism management by Chi and Hu (2008). It tells a technique which allows the simultaneous examination of push and pull motivations. The relationship between these two motivations for overseas pleasure travel has been studied for a German sample of 1,212 respondents. Argues that the information generated from this analysis could provide significant insight and marketing advantage when segmenting travellers, designing promotional programmes and packages, and in making decisions about destination.

Conceptual Framework

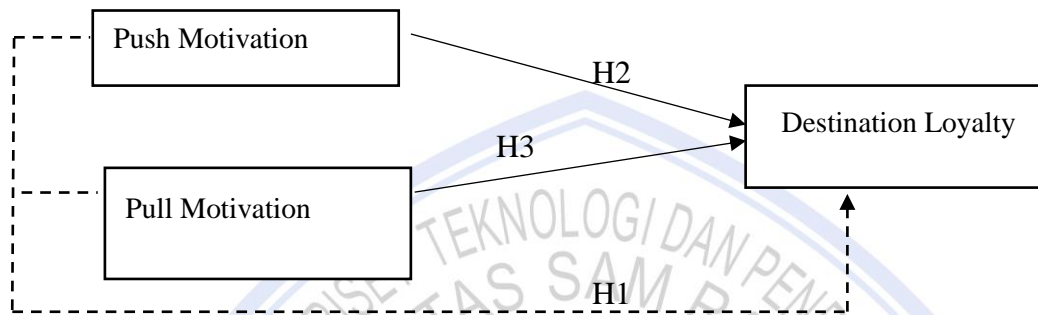


Figure 1. Conceptual Framework
Source: Theoretical Review (2018)

Hypothesis

The hypothesis of this research are :

H1 : Push motivation and Pull motivational simultaneously effect on Destination loyalty of Bunaken Island

H2 : Push motivation partially effect on Destination loyalty of Bunake Island

H3 : Pull motivation partially effect on Destination loyalty of Bunaken Island

RESEARCH METHOD

Type of Research

This research will use causal type of research with Quantitative method. As an analysis tool this research will use multiple linear regression method. The factorial design focuses on two or more categories with the independent variables as compared to the dependent variable

Place and Time

This research will be conducted in Manado and the time of research about two months (March-April 2018).

Population and Sample

The population in the research is the people in Manado who had experienced on visiting Bunaken Island. The sample of this research is 100 respondents. This research will be conducted using random sampling regarding to obtain information quickly and efficiently.

Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary data collected by researchers to answer the research questions. The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. There were two sections in the questionnaires that should be filled in by respondents. The first section asked about respondents' identities and the second section asked about things that related with the variables.

Operational Definition of Research Variable

The definition of research variables are:

1. Push Motivation (X1) is push factors as being associated with "whether to go,"

2. Pull Motivation (X2) is Pull factors as being associated with “where to go,”
3. Destination Loyalty (Y) are attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference

Table 1. Indicator

Variables	Definition	Indicators
Push Motivational Factor	Push factors as being associated with “whether to go,”	- Rest and relaxation - Visit new places - Learn and experience new things
Pull Motivational Factor	Pull factors as being associated with “where to go,”	- Food, beverage, and culinary - Facilities and services - Leisure Activities
Destination Loyalty	attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference	- Revisit Intention - Recommendation - Encouragement

Source :Articles and Journal (2018)

Measurement of Research Variable

Data Analysis Method

Descriptive analysis was employed to describe characteristics of respondents based on factors of age, education and work duration. Validity test was conducted to analyse of whether all questions used for variables in the questionnaire were valid or not, based on correlation between each question to the total questions. Pearson Product Moment was used for this test. A question was categorized as valid question if the value of Pearson correlation was positive and the significance value below 0.05 to the total questions of variables. Reliability test was established by testing for both consistency and stability of the answers of questions. Cronbach’s Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009). A variable is categorized as reliable valuable if value of Cronbach’s Alpha is above 0.60.

Validity Test

Validity testing is used to know whether the selected measurement tool that selected can measure what that supposed to be measure or not. Validity is assessed in terms of how well the research tools measure the phenomena under investigation (Punch in Roberts, Priest and Traynor, 2006). There are two broad measures of validity – external and internal. External validity addresses the ability to apply with confidence the findings of the study to other people and other situations, and ensures that the ‘conditions under which the study is carried out are representative of the situations and time to which the results are to apply’ (Black in Robert, 2006). The sample of participants drawn from the population of interest must be representative of that population at the time of the study. Finally, representative samples should be drawn with reference to relevant variables in the study, such as gender and age. Internal validity addresses the reasons for the outcomes of the study, and helps to reduce other, often unanticipated, reasons for these outcomes (Roberts, 2006). Sugiyono, (2010) argues “if the

validity of any answer obtained when provided a list of questions is greater than 0.03 then the question considered is valid.

Multiple Regression Analysis Model

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors (SPSS help tutorial), the linear regression model assumes that there is a linear, or "straight line," relationship between the dependent variable and each predictor. Multiple linear regressions involves more than one predictor variable (X_k).

Cooper and Schindler (2001) stated that multiple regression analysis is a technique to observed value more than X to estimate or predict corresponding Y value. Multiple regression is a descriptive tool used to (1) dependent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a casual theory.

The equation model of multiple regression analysis which used in this research can formulated as shown below :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

γ	: Destination Loyalty
α	: Intercept
$\beta_1, \beta_2, \beta_3$: The regression coefficient of each variable
x_1	: Push Motivation
x_2	: Pull Motivation
e	: Error

Coefficient of Correlation

Multiple R or multiple correlation coefficient is the individual correlations between the independent variable and dependent variable (Sekaran and Bougie, 2009). If the multiple correlation coefficient higher than 0.6 means that the relationship between X and Y is close.

RESULT AND DISCUSSION

Result

The data used of this research is collected by distributing questionnaires to the target. The following is description about the characteristic of the respondents consists of characteristic based on age, income per month, educational level.

Characteristic of Respondents

Based on age shows the largest number of sampled respondents 64% comes from 21-30 years old. Based on income per month shows the largest number of sampled respondents 76% comes from 3-5 million rupiah. Based on education level shows the largest number of sampled respondents 56% comes from undergraduate.

Validity Test

Table 2. Validity Test Result

		Push Motivational Factor	Pull Motivational Factor	Destination Loyalty
Push Motivational Factor	Pearson Correlation	1	.110	.580**
	Sig. (2-tailed)		.277	.000
	N	100	100	100
Pull Motivational Factor	Pearson Correlation	.110	1	.097
	Sig. (2-tailed)	.277		.337
	N	100	100	100

Destination	Pearson Correlation	.580**	.097	1
Loyalty	Sig. (2-tailed)	.000	.337	
	N	100	100	100
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2018

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test

Table 2. Reliability Test Result

Cronbach's Alpha	N of Items
.738	3

Source: SPSS Output, 2018

Table 2 Shows that Alpha Cronbach is 0.833 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Multiple Regression Analysis

Table 3. Multiple Linear Analysis Output

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	10.375	2.756		3.764	.000
Social Structural Empowerment	.251	.109	.247	2.290	.025
Psychological Empowerment	.255	.086	.318	2.950	.004

Source: Data processed, 2018

Discussion

The result of the multiple regression analysis shows that Push Motivational Factor does not partially affect Destination Loyalty, but it simultaneously have effect with Pull Motivational Factor. In this research, it is represented by the situation given by rest and relaxation, visit new places, learn and experience new things. The result itself contradicts with previous research from that stated push motivation have impact on destination loyalty.

Things that described in pull motivational factor is an individual things, means that each people treat that aspect differently based on that person. That is why it does not partially affects the reason for tourist to make Bunaken as their destination loyalty.

Based on the result of the questionnaire, Pull Motivational Factor partially affect Destination Loyalty, but it simultaneously have effect with Pull Motivational Factor. In this research, it is represented by - Food, beverage, culinary, facilities and services, leisure activities. It fits with previous research from that stated that pull motivational factor have impact on destination loyalty.

Bunaken is mainly known with the services that being offered there, from resort up to water activities that comes in so many form. Obviously with so many services there tourist attracted to come Bunaken over and over again.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. The independent variable which are Push Motivational Factor and Pull Motivational Factor simultaneously affect Destination Loyalty as the dependent variable.
2. Push Motivational Factor as one of independent variables does not partially affects Destination Loyalty significantly.
3. Pull Motivational Factor as one of independent variables does partially affects Destination Loyalty significantly.

Recommendation

Based on the analysis and conclusions from overall result in this research regarding effect of research variables. The researcher makes the following recommendations for Bunaken Island:

1. Bunaken Island should keep improving their local culture as a signature for people to come to their island.
2. Services such as resort and else that being open in Bunaken Island should keep develops to what the tourist needs because it will make tourist comes back again

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