

**EVALUATING TOURIST SATISFACTION AND TOURISM SERVICE USING IMPORTANCE AND PERFORMANCE ANALYSIS AT LINOW LAKE, TOMOHON**

*MENGEVALUASI KEPUASAN WISATAWAN DAN PELAYANAN PARAWISATA DENGAN MENGGUNAKAN ANALISIS KEPENTINGAN DAN KINERJA DI DANAU LINOW, TOMOHON*

by  
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**Abstract:** Nowadays tourism is one of the common things that important for economics in Indonesia. The challenge facing today by the tourism object is how to make sure the products and services that they provide through the performance in order to achieve the satisfaction of tourist. There are five attributes in tourism service to measuring the tourist satisfaction to their performance, namely: hospitality, attraction, accessibility, infrastructure and environment. The objectives of this research; first, are to know the importance of tourist satisfaction and tourism service. Second, are to know the performance of tourism service and tourist satisfaction at Linow Lake, Tomohon. The method of this research is Importance-Performance Analysis, used to analyze the importance and performance of tourism service to increase the tourist satisfaction on the performance of Linow Lake, Tomohon. The result are: hospitality and infrastructure are located in the quadrant I “concentrate here” (very important to employees, but performance levels are fairly low); environment is located in quadrant II “keep up the good work” (very important to employees, and at the same time has a high level of performance in this activity); attraction and accessibility are located in the quadrant III “low priority” (low importance and low performance).

**Keywords:** *importance-performance analysis, tourism service, tourist satisfaction, hospitality, attraction, accessibility, infrastructure, environment*

**Abstrak:** *Sekarang pariwisata adalah salah satu hal umum yang penting untuk ekonomi di Indonesia. Tantangan yang dihadapi saat ini oleh obyek wisata adalah cara untuk memastikan bahwa produk dan layanan yang mereka berikan melalui kinerja untuk mencapai kepuasan wisata. Terdapat lima atribut di dalam layanan pariwisata untuk mengukur kepuasan wisata untuk kinerja mereka, yaitu: keramahtamahan, daya tarik, aksesibilitas, infrastruktur dan lingkungan. Tujuan dari penelitian ini adalah untuk mengetahui pentingnya kepuasan wisatawan dan pelayanan parawisata, dan untuk mengetahui kinerja pelayanan pariwisata dan kepuasan wisatawan di Danau Linow, Tomohon. Metode untuk penelitian ini adalah analisis kepentingan dan kinerja yang digunakan untuk menganalisis kepentingan dan kinerja pelayanan pariwisata untuk meningkatkan kepuasan wisatawan pada kinerja Danau Linow, Tomohon. Hasilnya: “keramahtamahan” dan “infrastruktur” terletak di kuadran I “berkonsentrasi di sini” (sangat penting kepada karyawan, tetapi tingkat kinerja cukup rendah); “lingkungan” terletak di kuadran II “pertahankan kerja bagus” (sangat penting untuk karyawan, dan pada saat yang sama memiliki tingkat tinggi kinerja dalam kegiatan ini); “daya tarik” dan “aksesibilitas” terletak di kuadran III “prioritas rendah” (rendah pentingnya dan kinerja rendah).*

**Kata Kunci:** *analisis kepentingan-kinerja, pelayanan pariwisata, kepuasan wisatawan, keramahtamahan, daya tarik, aksesibilitas, infrastruktur, lingkungan*

## INTRODUCTION

### Research Background

Every individual has different needs and wants. Goods and services are regarded to fulfill the needs. This perception is always held by every people in this world, related with the distinction of thought from people in any community. Since the past people has their transaction of goods and services in a way of barter system. In this era, the competition between companies has greatly increased. Moreover, at the time of development in economic sectors we can see that the society welfare is increasing. Within this society welfare is highly increased, then comes various needs met by public, so that an opportunity to company for improve their business.

Developments in economic sector are also visible in the construction of hotel or resort. As recently, tourists are into a place for the urban community who will take a refreshing from the denseness of daily routine. These requirements, have an impact to increase efforts of a residential facility, offers numerous recreational and relaxing facilities as the marketability. One of them is resort and tourism object. Tourism represents the greatest mass migration in human history, and it is one of the most significant social, economic, and cultural phenomena of our times. Tourism is travel for pleasure or business; also theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country. Tourism can be domestic or International, and international tourism has both income and outgoing implications on a country's balance payments.

Tourist is anyone who travels to places other than the one in which is his habitual residence, outside of their everyday environment, for a period of at least one night but not more than one year and whose usual purpose is different from exercise of any remunerated activity in the place to which he goes.

Nowadays, tourism is a major source of income for many countries, in some cases being of vital importance. That case also had affect economic growth in Indonesia, especially in sector of tourism industry. Tourism object is one of the most attracting destinations for tourism in Indonesia. In North Sulawesi for example, there are so many tourism object that tourist can select or chose as their destinations, and one of the favorite destinations for tourism is Linow Lake. It is a very pretty little lake, but with some interesting features. Several small vents line the wall of the crater, spewing hot gases and water. Bubbles in the lake indicate there are more vents below the water line. The changing mixture of chemicals in the gases causes the lake to change colors from time to time, from red to deep green to even blue. Many experts talk about tourist satisfaction. Tourist satisfaction is defined as the extent of the tourist's fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist's desire, expectations and wants in association with the trip. Satisfaction is created by the comparison of the customer's expectation before and after consumption. In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experience. The tourist is satisfied when experiences go beyond the expectations.

Therefore, by providing the best quality of products and services, it will give positive image to a company itself. So, seeing the importance of customer satisfaction on tourism industry especially at Linow Lake Tomohon, it is interesting to do a study on "Evaluating Tourism Service and Tourist Satisfaction Using Importance and Performance Analysis at Linow Lake, Tomohon".

### Research Objectives

The objective of this research are to know the;

1. Importance of tourist satisfaction and tourism service
2. Performance of tourism service and tourist satisfaction

## THEORETICAL REVIEW

### Marketing

Many people think of marketing as only selling and advertising. We are bombarded every day with TV commercials, catalogs, sales calls, and e-mail pitches. However, selling and advertising is only the tip of the marketing iceberg. According to Kotler and Armstrong (2012), marketing must be understood not in the old sense of making a sale "telling and selling" but in the new sense of satisfying customer needs.

**Customer Satisfaction**

Singh (2006), defined satisfaction as: “a person’s feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) in relation to his or her expectations”. The satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight. There are many factors that affect customer satisfaction. These factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

**Performance**

Salem (2003) claim that performance is referred to as being about doing the work, as well as being about the results achieved. It can be defined as the outcomes of work because they provide the strongest linkage to the strategic goals of an organization, customer satisfaction and economic contributions.

**Tourist Satisfaction**

Many expert talks about tourist satisfaction, Aliman (2016) define tourist satisfaction as the extent of the tourist’s fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist’s desire, expectations and wants in association with the trip. Satisfaction is created by the comparison of the customer’s expectation before and after consumption. In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experience. The tourist is satisfied when experiences go beyond the expectations.

**Hospitality**

King (1995) identified four characteristic of hospitality in its modern sense; (1) it is conferred by a host on a guest who is away from home, (2) it is interactive, involving the coming together of a provider and receiver, (3) it is comprised of a blend of both tangible and intangible factors, (4) the host provides for the guest’s security, his psychological and his physiological comfort.

**Attraction**

According to Mill and Morrison (1992), tourism attraction can be defined as anything that has the power to draw one towards it. It is due to this drawing power that people feel compelled to go and visit the attraction. Attractions are the reason people travel and consume experiences of visiting attractions. Attractions are the focal point around which the destination develops. Destinations are constantly engaged in development of attractions in order to give a variety of experiences to the tourists and in the process increase inbound tourism to the destination.

**Accessibility**

Accessibility refers to the ease of reaching goods, services, activities and destinations, which together are called opportunities. It can be defined as the potential for interaction and exchange. For example, grocery stores provide access to food. Libraries and the internet provide access to information. Paths, roads and airports provide access to destinations and therefore activities. Accessibility also can be defined in terms of potential (opportunities that could be reached) or in terms of activity (opportunities that are reached). Even people who do not want to currently use a particular form a access may value having it available for possible future use, called option value. For example, motorists may value having public transit services available in case they are unable to drive in the future, (Litman, 2017).

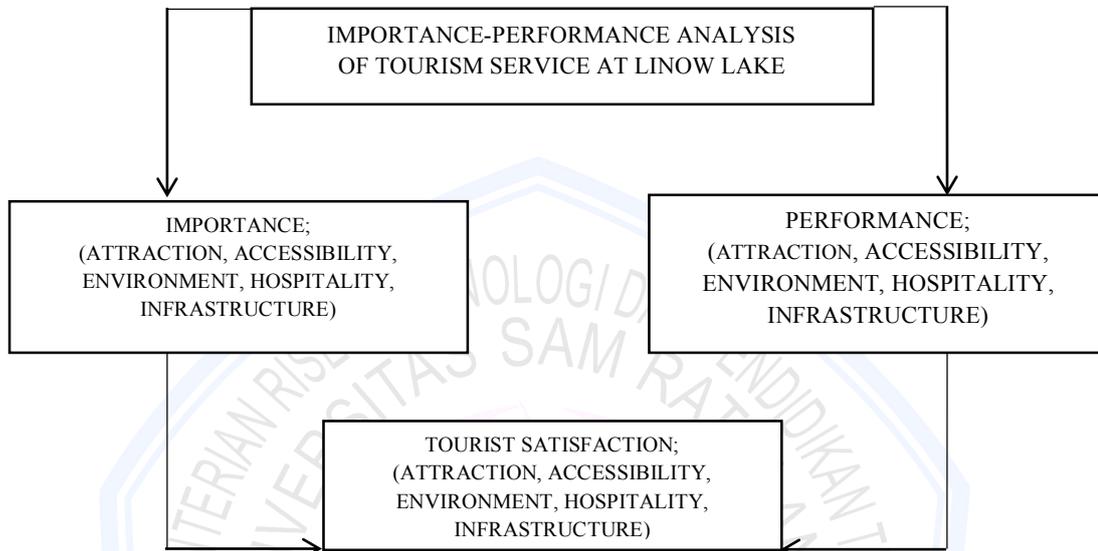
**Infrastructure**

According to Panasiuk (2007), Tourism infrastructure is a component of regional touristic product. Infrastructure is comprised of basic devices, buildings and service institutions, whose existence is crucial to the proper operating of economy and society. Infrastructure is divided into technical and social. Technical including basic devices used in transport, communication, gas, heat, power, and road industry. Social including devices and institutions connected with education, culture, science, health, physical culture, and tourism, public administration.

**Environment**

Defining the environment is one of the ways to get better information about the indicators of this research. Tourism is one of the biggest and fastest growing sectors in the global economy and has significant environmental, cultural, social; and economic effects, both positive and negative. Tourism can be a major tool for economic development but, if not properly planned it can have destructive effects on biodiversity and pristine environments, and can result in the misuse of natural resources such as freshwater, forests and marine life, GhulamRabbany *et al.*

**Conceptual Framework**



**Figure 1. Conceptual Framework**  
Sources: Oroh (2017)

**RESEARCH METHOD**

**Type of Research**

The type of this research is descriptive study with quantitative methods using Importance-Performance Analysis as an analytical tool. The data of this research obtain by spreading the questionnaire.

**Place and Time of Research**

This study was conducted in Linow Lake, Tomohon form November 2017 until March 2018.

**Population and Sample**

A population is all the individual or units of interest; typically, there is not available data for almost all individuals in a population, Hanlon and Larget (2011). Population is an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. In this research the population was all tourists that listed as visitors in Linow Lake during November 2017 until March 2018.

A sample is a subset of the individuals in a population; there is typically data available for individuals in samples, Hanlon and Larget, (2011). This research used sampling techniques to determine the respondents’ non-probabilistic using judgment sampling technique.

**Source of Data**

The data used in this research is a primary data only that explained in below:

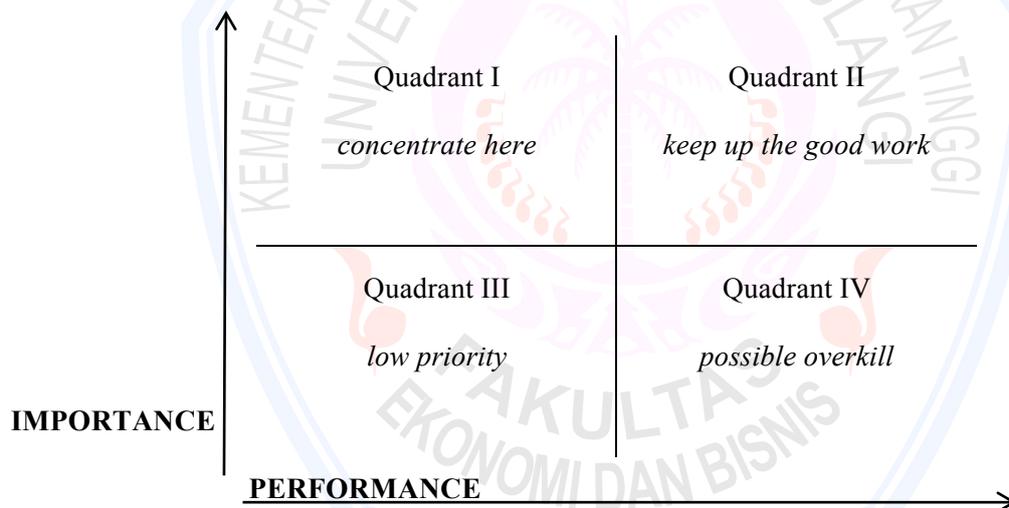
### Primary Data

Primary data is data originated by the researcher specifically to address the research problem. Primary data refer to information obtained first hand by the researcher through the questionnaires. Questionnaire is pre-formulated written set a question to which respondent record their answer. In this research, the questionnaires that consists list of questions done by the researcher and distributed to the 100 tourists listed as the visitors of Linow Lake to be filled.

### Analysis with IPA (Importance Performance Analysis) Method

Importance-Performance Analysis was first proposed and introduced by Martilla and James 1977 as a means by which to measure client satisfaction with a product or service. The IPA approach recognizes satisfaction as the function of two components: the importance of a product or service to a client and the performance of business in providing that service or product. In this way, IPA examines not only the performance of an item, but also the importance of that item as a determining factor in satisfaction to the respondent. The combined client ratings for those two components then provide an overall view of satisfaction with clear directives for management and where to focus agency resources. This method has proven to be a generally applicable tool which is relatively easy to administer and interpret resulting in extensive use among researchers and managers in various fields, and is a way to promote development of effective marketing programs, because it facilitates the interpretation of data and increases usefulness in making strategic decisions (Fatima and Paula, 2011).

### Quadrants of Importance and Performance Analysis



**Figure 2. Quadrants of Importance and Performance Analysis**

*Sources: Fatima and Paula (2011)*

## RESULTS AND DISSCUSSIONS

### Result

1. Respondents Characteristics, this first part gives the brief explanation about the general description from all the respondents that are asked for their opinion.
2. Reliability Test, this second part gives the brief explanation about how well the degree of the reliability from the relationship between those fourteen questions in this current research that can be classified into four important elements either can be accepted or not.
3. Validity Test, this test which becomes the third part of the result, gives the brief explanation about how well the degree validity from those fourteen questions in this current research that can be classified into four important elements, either can be accepted or not.

4. Importance-Performance Analysis, this analysis which becomes the fourth part of the result, gives the overall analysis about the particular relationship between the important role and the performance measurement from those fourteen questions in this current research that can be classified into four important elements, regarding with this given analysis.

**Table 1. Reliability Statistic**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .902                   | 5          |

Source: data processed (2018)

Table 1 shows that Alpha Cronbach is 0.902 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable. 0.902 of Cronbach's Alpha is processed by the questionnaire tabulation and then convert the data through IBM SPSS, with the final result that shown the instrument is reliable in this research.

**Table 2. Correlation**

|                |                     | Correlation |            |               |                |             |        |
|----------------|---------------------|-------------|------------|---------------|----------------|-------------|--------|
|                |                     | Hospitality | Attraction | Accessibility | Infrastructure | Environment | Total  |
| Hospitality    | Pearson Correlation | 1           | .665**     | .668**        | .609**         | .564**      | .814** |
|                | Sig. (2-tailed)     |             | .000       | .000          | .000           | .000        | .000   |
|                | N                   | 100         | 100        | 100           | 100            | 100         | 100    |
| Attraction     | Pearson Correlation | .665**      | 1          | .739**        | .601**         | .707**      | .877** |
|                | Sig. (2-tailed)     | .000        |            | .000          | .000           | .000        | .000   |
|                | N                   | 100         | 100        | 100           | 100            | 100         | 100    |
| Accessibility  | Pearson Correlation | .668**      | .739**     | 1             | .751**         | .626**      | .889** |
|                | Sig. (2-tailed)     | .000        | .000       |               | .000           | .000        | .000   |
|                | N                   | 100         | 100        | 100           | 100            | 100         | 100    |
| Infrastructure | Pearson Correlation | .609**      | .601**     | .751**        | 1              | .588**      | .840** |
|                | Sig. (2-tailed)     | .000        | .000       | .000          |                | .000        | .000   |
|                | N                   | 100         | 100        | 100           | 100            | 100         | 100    |
| Environment    | Pearson Correlation | .564**      | .707**     | .626**        | .588**         | 1           | .826** |
|                | Sig. (2-tailed)     | .000        | .000       | .000          | .000           |             | .000   |
|                | N                   | 100         | 100        | 100           | 100            | 100         | 100    |
| Total          | Pearson Correlation | .814**      | .877**     | .889**        | .840**         | .826**      | 1      |
|                | Sig. (2-tailed)     | .000        | .000       | .000          | .000           | .000        |        |
|                | N                   | 100         | 100        | 100           | 100            | 100         | 100    |

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

Source: data processed (2018)

Table 2 shows that the correlation index is greater than 0.3 and below the significance level of 5% therefore, the data is considered as valid. If the data is not valid, researcher have to consider more to the data tabulation and needs to find out what caused the data is not valid, and needs to recover it very soon. The valid data allowed the researcher to continue the research to the next step which is the Importance and Performance method.

**Table 3. Attributes, Importance Mean, Performance Mean, Quadrant**

| Attributes of Tourism | Importance | Performance | Quadrant |
|-----------------------|------------|-------------|----------|
| Service               | (Y)        | (X)         |          |
| Hospitality           | 5.22       | 4.25        | II       |
| Attraction            | 4.66       | 4.05        | III      |
| Accessibility         | 5.15       | 4.03        | III      |
| Infrastructure        | 5.28       | 4.24        | II       |
| Environment           | 5.32       | 4.57        | I        |
| <b>Average</b>        | 5.183      | 4.322       | -        |

Source: data processed (2018)

Table 3 shows that the importance of Environment which has the highest mean ( $y=5.32$ ) followed by Infrastructure ( $y=5.28$ ), Hospitality ( $y=5.22$ ), Accessibility ( $y=5.15$ ), and Attraction ( $y=4.66$ ). Meanwhile, the performance of Environment has the highest mean ( $x=4.57$ ) followed by Hospitality ( $x=4.25$ ), Infrastructure ( $x=4.24$ ), Attraction ( $x=4.05$ ), and Accessibility ( $x=4.03$ ).

### Discussion

Based on the recap data which is gathered by questionnaires, Environment has the mean of importance level of ( $y=5.32$ ) and ( $x=4.57$ ) has the highest rank in terms of importance and performance, scored by the visitors of Linow Lake itself. It is a sign that this attribute is affected most of the visitors in good way and they are satisfied with this attribute. This attribute is perceived to be very important to tourists compared with other attributes and at the same time Linow Lake also could manage it is performance level so it meets the tourist's expectations. Infrastructure and Hospitality has the mean of importance level of ( $y=5.28$ ) and ( $y=5.22$ ) is considered relatively high after Environment for the importance level, but the performance level is low in tourist's mind and according to the data plotting Hospitality has only ( $x=4.25$ ) and Infrastructure ( $x=4.24$ ) mean of the performance level. It means tourists expect more from this attributes while the outcome or services of tourism in Linow Lake is not as expected by the tourists. Linow Lake should consider this two attributes in tourism service, examine what is needed in order to increase the performance. The last two is Accessibility that has the mean of importance level of ( $y=5.15$ ) and Attraction that has the mean of importance level of ( $y=4.66$ ), these attributes has a low level of performance of the tourism service. Linow Lake does not need to prioritize or to give too much attention to this attributes since this attributes is not really important to the tourist and also did not have much effect towards tourist's satisfaction. Mostly, the competencies of the tourism service in Linow Lake are above the acceptance point for the tourists, it shows by the average mean of the performance level of ( $x=5.183$ ) meanwhile the average mean of importance level is ( $y=4.322$ ) it proved at the Importance and Performance Quadrant in Table 4.3. It means Linow Lake is successful to provide the product and services in

order to get the satisfaction of tourists. This information is obtained based on the data recap gathered from questionnaires which are distributed to 100 visitors of Linow Lake. In conclusion, Linow Lake should pay more attention on the Tourism Service attributes. They should consider which attribute that need to be developed or which attribute that to keep the performance for the tourists. Since these five indicators considered being very important to the tourism service in order to meet the customers or tourists satisfaction. Linow Lake are now concern to identify what is needed to make changes in the product and services in order to make a progress in developing of the action these attributes to make better result in tourism service in order to meet the tourist's satisfaction

After conducting all the data processed, finally researcher can shows the relationship between this research to the previous research and the theories mentioned before in chapter two. The relationship is; in order to get the satisfaction of tourist, the attributes such hospitality, attraction, accessibility, infrastructure and environment should be considering because these attributes are take an important role to keep up the performance of tourism service in tourism object. The tourism object should expand more their desire, skill and knowledge about what the customer or tourist like or dislike, because from this perspective it will give a tourism object an advantage to preventing their loss of customer or tourist's satisfaction. By considering the bright result, the tourism object should be cares and concern about the development of the performance of tourism service, so the more customers or tourists will come for the product and services at tourism object.

## CONCLUSIONS AND RECOMMENDATION

### Conclusion

1. The Importance of Tourism Service is the five attributes that had been used to measuring the tourism service itself, and the five attributes of tourism service in Linow Lake, namely: "Hospitality", "Attraction", "Accessibility", "Infrastructure", "Environment". Therefore the result shows that among all attributes, Environment is the very important for the tourist compared with the other indicators. Then followed by Infrastructure and Hospitality which is relatively important to tourist. After that Accessibility and Attraction has the low level of important in tourist mind based on the data plotting.
2. The performance is based from the five attributes that used to measuring Tourism Service; Environment has a high level of performance compared to the other attributes. Then followed by Hospitality and Infrastructure in the second place for the level of performance and the last is Attraction and Accessibility based on data that gathered from the visitor of Linow Lake.

### Recommendation

1. In order to reach the Tourism Service that meet the tourist's satisfaction, the actors inside tourism service first have to put the tourists need first, the tourism service should keep the tourist satisfaction as the priority in their mind, if not then they will not meet the tourist's satisfaction.
2. The actors of tourism service should listen carefully what the tourists want and what their issues, it will make the tourists feeling comfort and make they want to gain the product or services in tourism object
3. The tourism service should have a good skill and knowledge of understanding what that they offer to the tourists in order make the product or services that they provide meet the tourist's satisfaction.
4. The tourism service has to have unique thing is inside the tourism object in order to attract more attention of tourists and it will give a value proposition for the tourism service in tourism object itself.

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