FACTORS AFFECTING TOURIST INTEREST IN VISITING THE WINONG FOREST PARK IN MALANG REGENCY

Erwinda Mufidah Izzati*[1], Nuzlatul Afia[2] , Putra Irwandi[3], Muh. Rafiqul Alam[1]
Sociology Study Program, Faculty of Agriculture, Brawijaya University1
Agribusiness Study Program, Faculty of Agriculture, Brawijaya University2
Agribusiness Study Program, Faculty of Agriculture and Forestry, Satya Terra Bhinneka University3
Sociology Study Program, Faculty of Agriculture, Brawijaya University1
Email: : erwindamufidahi@gmail.com

Abstract

The city of Malang is a popular tourist destination offering a diverse range of natural, culinary, and cultural attractions. One of the interesting natural tourist destinations is Wana Wisata Winong, which focuses on utilizing pine forests to attract visitors, especially the younger generation. This study will examine the factors that influence tourists' interest in visiting Wana Wisata Winong in Wajak District, Malang Regency. The research approach uses descriptive quantitative methods on 97 tourists selected through accidental sampling. Data analysis utilizes multiple regression analysis, aided by SPSS software. The variables studied in this research are Visit Intensity (Y), Gender (X1), Age (X2), Education (X3), Attractions (X4), Amenities (X5), and Accessibility (X6). Based on the study's results, it was concluded that all variables had a significant impact on tourist visitation intentions at Winong Forest Park. Furthermore, it is hoped that this study will serve as a reference for tourism managers to develop other aspects that attract the attention of tourists in the future. For subsequent researchers, other relevant variables can be added for further study.

Keywords: Attractions, Amenities, Accessibility, Tourists, Interest

A. INTRODUCTION

The development of the tourism sector in Indonesia is a key driver of the community's economy. Indonesia's tourism potential offers a unique attraction for tourists, particularly with its diverse destinations, customs, and culture. According to Ayu & Sri, (2021) the existence of supporting facilities and services is the basis for assessment as evaluation material for the management of sustainable tourist attractions, which has an impact on the community's economy. The research also found that the significant impact of the tourism sector's progress is increased foreign exchange earnings and national income (Noviarita et al., 2021). As a vast country, Indonesia certainly has diverse tourism potential that can be developed, both tourism originating from natural resources and also the cultural diversity of its people. Environmental and socio-cultural sustainability have high selling points and are a priority for the community in developing tourism (Sitohang et al., 2025) . Development must also align with the growth in tourist visits to expand employment opportunities.

Indonesia's growing tourism potential is also evident in the ever-diversifying trend of tourist destinations, including the Greater Malang region, which is part of the research. Greater Malang encompasses Malang City, Batu City, and Malang Regency, each with its own unique tourism potential. According to data from the Central Statistics Agency BPS, (2024),

* *Corresponding author*

the total number of tourist visits to Malang Regency in 2024 was 3,801,735, representing a 31.32 percent increase from 2023. The increase in tourist visits occurred after the COVID-19 pandemic subsided, which was then utilized through the use of technology as an effort to reopen tourism and the economy through promotional activities (Suryandari & Rahmawati, 2022).

Malang Regency's tourism potential is largely based on the natural tourism sector, as its territory spans from mountainous forests to coastal areas. Therefore, ecotourism development opportunities are a key element in establishing a tourist destination while simultaneously preserving nature and generating economic benefits. Strategies can be implemented by enhancing existing human resources to foster creative innovation in the tourism sector. Various strategies for improvement can be implemented, including tourism promotion events, training, and monitoring to evaluate tourism sustainability (Hidayat & Rahmini, 2022). In addition to human resource development, an evaluation should also be conducted to analyze tourist interest in Malang Regency's tourist areas, including the potential of Winong tourism in Bringin Village.

Malang Regency is one of Indonesia's natural tourism centers, boasting captivating beauty and panoramic views. Data show that Malang Regency covers an area of 3,530.65 km^2. Tourism in Malang Regency is predominantly natural, as the region spans from mountains to beaches. Malang Regency receives the largest number of domestic tourists, with 3,801,735 (25.99 percent) of visits (BPS, 2025). This includes the development of ecotourism through the utilization of pine forests, specifically at the Winong Tourism Park, a destination that offers educational and recreational tourism experiences.

Winong Tourism Forest is a natural tourism area based on education and recreation, featuring pine forests in Malang Regency, with a total area of 9 hectares to date, of which 2 hectares have been managed. Winong tourism forest is managed by the LKDPH tourism group, consisting of RT heads, RW heads, and the surrounding community. Winong tourism forest has 4 missions, namely (1) Making Winong tourism forest to advance the economy of local residents, (2) Making Winong tourism forest an icon of Bringin Village, (3) Maintaining forest sustainability and, (4) Making Winong tourism forest an example as a tourism that utilizes production forests more effectively and becomes a tourist attraction (Company profile, 2021). However, in reality, this mission has not been fully achieved optimally. Based on field observations, there are several problems from several aspects, such as attractions that still need to be developed, such as the addition of photo spots for visitors, which are still lacking, inadequate facilities, such as the relatively small number of canteens, namely 3 stalls, the existence of less-than-clean toilets, and accessibility that is still inadequate. These problems are one of the obstacles to achieving the predetermined vision and mission. Therefore, it is necessary to identify the influence of tourist attractions, amenities, and accessibility on interest in visiting Winong Forest Tourism with the aim of future development and evaluation.

One important aspect of tourism development is closely related to attractions, amenities, or facilities, and accessibility. Simply put, attractions are closely related to elements that determine attractiveness and influence potential tourists, such as beauty, value, uniqueness, or views of mountains, beaches, cultural performances, dances, or man-made

structures. Meanwhile, amenities refer to all facilities or services provided to meet tourists' needs during their stay at a tourist destination, such as restaurants, parking areas, souvenirs, and other facilities that complement and enhance their comfort during the trip. Accessibility encompasses everything that makes it easier for tourists to visit a tourist destination (Suhartapa & Sulistyo, 2021). Many studies have examined the close relationship between tourism development from the perspective of attractions, amenities, or facilities, and accessibility, such as research conducted by Hartati et al., (2021), on Sustainable Destination Management in Labuan Bajo research by (Jehane et al., 2025), and research on Tourism Experience on Tourist Satisfaction and Well-being (Wijaya et al., 2025). This research has a uniqueness that distinguishes it from previous studies. While most previous studies have focused on only one or two aspects of tourism development, this study provides a strengthening quantitative approach by simultaneously incorporating all three key variables as a strategy for developing a tourism destination. Furthermore, another significant difference lies in the context of the research area. The study focuses on Malang Regency, which has distinct geographic, social, and tourism potential characteristics compared to previous research locations. Therefore, this study not only replicates previous studies but also provides a new, relevant, and contextual contribution to regional tourism development, making it crucial for sustainable tourism development in Malang Regency.

B. RESEARCH METHOD

This research was conducted at Winong Tourism Forest, Malang Regency, in 2024 to analyze the influence of Attractions, Amenities, and Accessibility on tourists' interest in visiting Winong Tourism Forest in Malang Regency. This research approach used a descriptive quantitative method with 97 respondents selected by accidental sampling. Data collection was primarily carried out at the research location, using both closed and open-ended questions to identify and explore the conditions of Winong tourism. Data analysis was carried out descriptively to see the average answer, maximum, and minimum values. The influence of variable X on visiting interest was analyzed using multiple linear regression, with the assistance of Microsoft Excel and SPSS 25.

Instrument Test

The analysis used to determine the extent to which a measuring instrument (such as a questionnaire) can accurately measure what is being researched is conducted through a validity test. Meanwhile, to determine whether a previously designed questionnaire can produce relatively consistent measurements, a reliability test is used.

a. Validity Test

Validity is an index that indicates that a measuring instrument truly measures what it is intended to measure. Higher instrument validity indicates a more accurate measurement of the data. Validity tests are used to determine whether the questionnaire is in accordance with the measurement objectives, ensuring that the questions given do not produce data that deviates from the variables (Pramadi et al., 2025) . The basic decision-making formula is valid if the calculated r > table r, and invalid if the calculated r < table r.

b. Reliability Test

Reliability testing aims to determine whether an instrument can be relied on if it is carried out repeatedly to produce consistent and stable data (Pramadi et al., 2025). This indicates the extent to which measurement results remain consistent when carried out twice or more on the same symptoms, using the same measuring instrument. Cronbach's α was used to calculate the internal consistency coefficients of the questionnaire items (Setiawan et al., 2024). The basic decision-making formula is if Alpha > r table is declared consistent, and if Alpha < r table is declared inconsistent.

Classical Assumption Test

a. Normality Test

The normality test is performed to assess the accuracy and statistical power of testing the normal distribution under various sampling conditions. Because the normal distribution has infinite support in the interval (−∞, +∞), it has no minimum or maximum (Rubia, 2025). To ensure whether the data follows a normal distribution before further statistical analysis, the test results show that the significance value is greater than 0.05 so it can be concluded that the research data is normally distributed.

b. Multicollinearity Test

The multicollinearity test is used to determine whether there is a high correlation between independent variables in a multiple linear regression model. The purpose of the multicollinearity test is to determine the relationship between variables in the prediction model, as determined by the Variance Inflation Factor (VIF) and tolerance values (Zahro et al., 2021). Multicollinearity is present when the VIF and tolerance values are greater than 10 and less than 0.1.

c. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is a variance inequality among residuals from one observation to another. The Glejser test can be used to detect the presence of heteroscedasticity (Setiawati, 2021). The heteroscedasticity test is used to detect differences in residual variance across observations in a regression model (Zahro et al., 2021).

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether there is an influence between independent variables and dependent variables. The difference between simple linear regression and multiple linear regression is clear: simple linear regression uses only one independent variable, while multiple linear regression uses more than one independent variable (Itsnaini et al., 2025) . The form of the multiple linear regression equation in this study is:

$$Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + e$$

a. Simultaneous Test (F Test)

The F-statistic test essentially indicates whether all independent variables included in the model have a joint influence on the dependent variable. To determine whether there is a joint or simultaneous effect between the independent variables on the dependent variable (Itsnaini et al., 2025)

b. Partial Test (t-Test)

The t-test is conducted to determine the effect of the independent variables on the dependent variable Y. The test is conducted to see the significance of each variable separately on the dependent variable (Setiawati, 2021). The t-test is conducted by comparing the calculated t-value with the t-table with the following criteria:

1. If thitung> ttabel with a significance level of 5%, then H0 is rejected and Ha is accepted, which means that partially the independent variable X has a real effect on the dependent variable Y.
2. If thitung< ttabel with a significance level of 5%, H0 is accepted and Ha is rejected, which means that partially the independent variable X does not have a real effect on the dependent variable Y.

c. Multiple Determination Analysis (R^2)

The Adjusted R-Square (R^2) analysis is a tool used to assess the simultaneous influence of independent variables, namely price, quality, and product availability, on changes in the dependent variable, namely purchasing decisions. The coefficient of determination ranges from zero to one. A low R^2 value indicates that the independent variable's ability to explain variation in the dependent variable is very limited (Anastashya et al., 2023).

C. FINDINGS AND DISCUSSION

Validity test value the higher the level of validity of an instrument, the more accurate the measurement results. In this study, validity testing was used to ensure that each question item in the Attractions (X1), Amenities (X2), and Accessibility (X3) variables accurately represented the concept being measured, namely the factors influencing tourist interest (Y) in Winong Tourism Forest.

Table 1. Instrument Validity Test

Variables	R count	R Table	Significance	Information
X1.1	0.747	0.200	0.000	Valid
X1.2	0.745	0.200	0.000	Valid
X1.3	0.802	0.200	0.000	Valid
Total X1	1.000	0.200	0.000	Valid
X2.1	0.529	0.200	0.000	Valid
X2.2	0.582	0.200	0.000	Valid
X2.3	0.572	0.200	0.000	Valid
X2.4	0.632	0.200	0.000	Valid
X2.5	0.644	0.200	0.000	Valid
X2.6	0.667	0.200	0.000	Valid
Total X2	1.000	0.200	0.000	Valid
X3.1	0.660	0.200	0.000	Valid
X3.2	0.813	0.200	0.000	Valid
X3.3	0.820	0.200	0.000	Valid
Total X3	1.000	0.200	0.000	Valid

Source: Processed Primary Data, 2025

The validity test results indicate that all question items in each research variable have a calculated R value greater than the R table value of 0.200, which means that each question is deemed valid. To ensure that the research questionnaire questions are capable of measuring the research objectives. The high inter-item correlation value also indicates that respondents understand each question. In addition, the high validity results indicate that no items need to be eliminated, as all questions make a significant contribution to the formation of the research variables. The questionnaire used can be considered representative of describing the empirical conditions of the phenomenon being studied.

Table 2. Reliability Test Value

Reliability Test	Cronbach Alpha Value
X1 (Tourist Attractions)	0.646
X2 (Amenities)	0.648
X3 (Accessibility)	0.647
Average Reliability	0.656

Source: Processed Primary Data, 2025

The reliability test results showed that the Cronbach's Alpha value was greater than the R value of 0.200, indicating that the research instrument had a high level of internal consistency. Therefore, each question in the questionnaire demonstrated a strong correlation with the other in measuring the same variable. This means that this research instrument is adaptive and relevant for measuring tourist perceptions and experiences in various tourist villages with similar contexts.

CLASSICAL ASSUMPTIONS (Normality Test, Heteroscedasticity Test, Multicollinearity Test)

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	0.200[c,d]

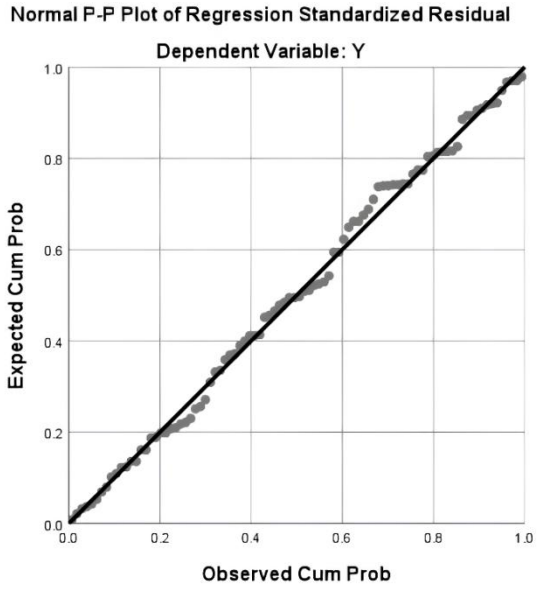

Figure 1. P-Plot test results

The figure displays the results of the data normality test using the One-Sample Kolmogorov-Smirnov Test method, with visualization in the form of a Normal P-P Plot of Regression Standardized Residuals. Based on the test results table, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance limit of 0.05. This indicates that the residual data is normally distributed, thus fulfilling one of the important assumptions in linear regression analysis. Thus, the regression model used can be declared suitable for use in further hypothesis testing because there is no violation of the normality assumption. In Figure 1, it appears that the residual data points are spread around the diagonal line and follow the direction of the line quite closely. The distribution pattern that tends to follow the diagonal line indicates that the residual distribution is close to a normal distribution. The closer the points are to the diagonal line, the higher the level of data normality.

Multicollinearity Test

Table 4. Multicollinearity Test Value

Variables	Tolerance	VIF value
X1 (Tourist Attractions)	0.778	1.286
X2 (Amenities)	0.955	1.047
X3 (Accessibility)	0.768	1.301

Source: Primary Data Processed, 2025

The figure displays Table 4, which is used to detect a strong linear relationship between independent variables in the regression model. Based on the table, the tolerance values for variables X1 (Tourist Attractions), X2 (Amenities), and X3 (Accessibility) are 0.778, 0.955, and 0.768, respectively. All tolerance values are greater than 0.10, indicating that each independent variable has a fairly good ability to explain the dependent variable independently without excessive overlap between variables. In addition, the Variance Inflation Factor (VIF) values for each variable also show low numbers, namely 1.286 for X1, 1.047 for X2, and 1.301 for X3. All VIF values are below the general tolerance limit of 10, even far below that threshold. This further strengthens the conclusion that there is no multicollinearity in the regression model; it can be said to be stable and reliable, because each

independent variable makes a unique and different contribution in explaining its effect on the dependent variable without significantly influencing each others.

HYPOTHESIS TESTING

1. MULTIPLE LINEAR REGRESSION ANALYSIS

Table 5. Shows the Results of Multiple Linear Regression Analysis. There are three independent variables: X1 (Tourist Attractions), X2 (Amenities), and X3 (Accessibility), while the dependent variable is an indicator measured based on these three variables. The analysis was conducted by examining the regression coefficient value, T-statistic, and significance (Sig.) to determine the partial influence of each variable.

Table 5. Results of Multiple Linear Regression Analysis

Variables	Coefficient	T-Statistic	Significance	Conclusion
X1 (Tourist Attractions)	0.150	2.830	0.006***	Significant
X2 (Amenities)	0.533	19.270	0.000***	Significant
X3 (Accessibility)	0.063	1.341	0.183	Not Significant
Constant	0.605	0.697	0.488	

Source: Processed Primary Data, 2025

Description: *significant at the level of significance α=10%; **significant at the level of significance α=5%;

The results of the analysis show that variable X1 (Tourist Attractions) has a coefficient value of 0.150, a T-statistic value of 2.830, and a significance level of 0.006. Because the significance value is smaller than 0.01, it can be concluded that tourist attractions have a significant effect at a 1% level of significance on the dependent variable. Furthermore, variable X2 (Amenities) has a coefficient value of 0.533, a T-statistic value of 19.270, and a significance value of 0.000, indicating a highly significant result ($p < 0.01$). This shows that amenities have the strongest influence on the dependent variable compared to other variables. Meanwhile, variable X3 (Accessibility) has a coefficient value of 0.063, a T-statistic value of 1.341, and a significance level of 0.183. Because the significance value is greater than 0.05, it can be concluded that Accessibility do not have a significant effect on the dependent variable. A constant value of 0.605 with a significance level of 0.488 indicates that, without the influence of the three independent variables, the dependent variable is at an insignificant level. Overall, these results demonstrate that tourist attractions and amenities significantly influence the research outcomes, whereas Accessibility have a minimal impact on the dependent variable.

2. R square test

In this study, the R-Square test was conducted to illustrate the extent to which the Attractions (X1), Amenities (X2), and Accessibility (X3) variables were able to explain variations in Tourist Visit Intention (Y) at Winong Forest Tourism Park, Malang Regency. The higher the R-Square value obtained, the greater the contribution of the independent variables in influencing the dependent variable, thus the regression model used can be said to have a good level of fit. Conversely, a low R-Square value indicates that other factors outside the model still influence the dependent variable.

Table 6. R square test

	Estimated Value
R-value	0.908
R-Square	0.825
Adj R-Square	0.819

S.E.	0.610

Source: Processed Primary Data, 2025

The R-Square (Coefficient of Determination) test, based on the table, yielded an R value of 0.908, indicating a very strong relationship between the independent variables (Tourist Attractions, Amenities, and Accessibility) and the dependent variable. This correlation value approaching 1 indicates that the regression model has a high relationship strength. Furthermore, the R-squared value of 0.825 indicates that 82.5% of the variation in the dependent variable can be explained by the three independent variables, while the remaining 17.5% is attributed to other factors outside this research model. The Adjusted R-Square value of 0.819 confirms that, after adjusting for the number of variables, the proportion of influence remains high, indicating a good level of feasibility for the model. In addition, the Standard Error (SE) value of 0.610 indicates that the error rate in the regression model is relatively small, resulting in a prediction that is quite accurate.

3. F test

Table 7. F test

	Estimated Value
Sum of Square	154.516
Df	3
Mean Square	51.505
F	138.604
Significance	0.000[b]

Source: Processed Primary Data, 2025

The table displays the results of the F Test (Simultaneous Test) used to determine whether the independent variable has a significant influence on the dependent variable in the multiple linear regression model. Based on the results shown in the table, the calculated F-value is 138.604, with a significance value of 0.000. Because the significance value is smaller than the actual level of 0.05 ($p < 0.05$), it can be concluded that the regression model used is statistically significant. This means that the variables of Tourist Attractions (X1), Amenities (X2), and Accessibility (X3) together have a significant effect on the dependent variable in this study. The results of this study are also in line with the findings of Attractions, Accessibility, and Amenities in the Kayutangan Heritage Area of Malang City, which influence tourist visits (Sari & Muta'ali, 2025). The Sum of Squares value of 154.516 and Mean Square of 51.505 indicate that the variation in data explained by the model is quite large compared to the variation in errors. Furthermore, a degree of freedom (df) of 3 indicates the number of independent variables involved in this test. These results also reinforce the finding that the combination of tourist attractions, amenities, and Accessibility has a significant influence on the observed increase in the dependent variable, namely the number of tourist visits.

D. CONCLUSION

Based on the results of multiple linear tests, variables X1 (Tourist Attractions) and X2 (Amenities) have a significant influence, while X3 (Accessibility) does not have a significant influence, so that attractions and amenities play an important role in influencing the results of the study, while Accessibility do not have a significant influence on the dependent variable. The correlation value approaching 1 indicates that the regression model has a high relationship strength. Meanwhile, the R Square test confirms that the regression model used in this study is relevant and strong in explaining the relationship between tourist attractions, amenities, and Accessibility on the dependent variable. In this study, it is emphasized that tourists who visit really focus on enjoying attractions and amenities (security services, convenience and pleasure) which can increase tourist loyalty in visiting.

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