

DETERMINANTS OF PRODUCT QUALITY AND PRICE OF SEA PROCESSED FOODS ON TOURIST SATISFACTION AND LOYALTY

Nurul Padia¹, **Eni Karsiningsih**², Rufti Puji Astuti³

^{1,2,3} Department of Agribusiness, Faculty of Agriculture, Fisheries and Biology
Bangka Belitung University, Bangka Belitung, Indonesia

E-mail: eni_karsiningsih@ubb.ac.id

Corresponding Author

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Abstract

Souvenirs are an essential part of the tourist experience as a representative form of a travel destination. Usually, tourists buy food souvenirs to take home as souvenirs to be enjoyed by themselves or as gifts to others. One type of food souvenir that tourists often buy is processed seafood souvenirs. This study aims to analyze the effect of product quality and price on tourist satisfaction and loyalty in purchasing processed seafood souvenirs. The research method used in this study is the survey method. The sampling method used was purposive sampling with a total sample of 100 tourists. Data analysis used SEM-PLS (Structural Equation Modeling-Partial Least Square) analysis with SmartPLS Version 3.0 software. The results showed that product quality and price directly and significantly affected the satisfaction and loyalty of tourists who bought processed seafood as souvenirs. However, happiness has no significant effect on tourist loyalty. Meanwhile, the research results indirectly show that product quality and price do not significantly influence loyalty through satisfaction. Satisfaction has no significant effect on tourist loyalty. Meanwhile, the research results indirectly show that product quality and price do not considerably influence loyalty through satisfaction. Pleasure has no significant impact on tourist loyalty. Meanwhile, the research results indirectly show that product quality and price do not significantly influence loyalty through satisfaction.

Keywords: *Product Quality, Food Souvenirs, SEM-PLS.*

INTRODUCTION

Tourism is a leading sector that significantly contributes to the domestic economy. This is because tourism can be used as a source of foreign exchange for the country. If appropriately managed, this sector will become an asset to increase state revenues (Suprihatin, 2020). In addition, the tourism sector also impacts increasing regional income, both directly and indirectly, in an area around tourist objects (Syahbudin et al., 2021).

The Provincial Government of the Bangka Belitung Islands has made tourism an alternative post-tin mining business opportunity (Verawati and Susanto, 2018). Central Bangka Regency, one of the regions in Bangka Belitung, also makes the tourism sector a mainstay in improving the people's economy. The tourist destinations that are the destination of the majority of tourists in Central Bangka district are beach tourism (BPS Central Bangka Regency, 2022). In addition to the natural potential as a tourist attraction, local specialties are also the main attraction for tourists visiting Central Bangka Regency. Tourists are increasingly interested in locally produced-food (Ho et al., 2021).

Food souvenirs are reliable evidence that tourists have visited a tourist destination (Sunaryo et al., 2020). Food souvenirs also promote a tourist destination and positively impact increasing tourist spending (Levyda et al., 2021). In addition to self-consumption, tourists also make food souvenirs as gifts for others (Sunaryo et al., 2019). According to Yen (2018), The main factors influencing tourists to choose food souvenirs while on vacation are quality, taste, and local origin. According to Levyda et al. (2021), the form, packaging, and food quality are essential factors in shopping for souvenirs. Food quality is also important, so food souvenirs must meet standards, taste good, and use natural ingredients.

The food preferences of domestic tourists are based on the type of food in the form of crackers, namely based on savory taste, based on crunchy texture, and based on fried cooking process. (Sunaryo et al., 2020). In general, tourists like seafood souvenir products with a pungent taste and crunchy texture because they are easier to consume. Apart from taste and texture, the packaging includes product

quality, such as package size, packaging design, and detailed information printed on the packaging (Ferdinand, 2008). One of the considerations of tourists in buying seafood processed food souvenirs is the package size. Most tourists prefer small packages because they are more practical to carry.

The consumer's perception of the product's perceived quality is related to the price which describes the product's value. In other words, the quality of the product they feel must exceed the costs incurred (Wen and Goodman, 2013). Prices can also affect tourist satisfaction in shopping for seafood souvenirs (Kartikasari, 2020). Karsiningsih et al. (2019) also show that product quality and price affect satisfaction. Appropriation of product quality to the cost of food souvenirs has an impact on tourist satisfaction which ultimately creates an attitude of loyalty and post-purchase behavior, in which tourists intend to recommend, say something positive, and buy back even if the price goes up (Suhartanto, 2018).

This study aims to 1) analyze the effect of product quality on satisfaction, 2) analyze the effect of price on satisfaction, 3) analyze the effect of product quality on loyalty, 4. analyze the effect of price on loyalty, 5) analyze the effect of satisfaction on loyalty, 6) analyze the effect product quality on loyalty through satisfaction, 7. Analyze the effect of price on loyalty through satisfaction. The results of this study are expected to be helpful, especially for producers, in developing their businesses and determining marketing strategies that suit the needs and desires of tourists.

RESEARCH METHODOLOGY

Research Location and Time

This research was conducted in Kurau Barat Village, Koba District, Central Bangka Regency. Location determination was carried out using a *purposive method*, considering that many home industries process processed seafood souvenirs and many outlets sell processed seafood souvenirs in West Kurau Village. The time for data collection was carried out from August to September 2022.

Data Processing and Analysis Methods

The sample used in the SEM-PLS study was 100 samples. Therefore, the number of pieces used in this study was 100 respondents. The sampling method in this study used the *purposive sampling* method. Respondents sampled were tourists who bought processed seafood souvenirs and made repeated purchases at least two times repeated purchases. Data collection methods used are observation, interviews, and questionnaires.

The data analysis method used is SEM-PLS. The software used in analyzing PLS is SmartPLS version 3.0. The variables and research indicators used can be seen in Table 1.

Table 1. Research Variables and Indicators

Variable	Indicator	Code
Product quality (KP)	Great taste	KP1
	Texture	KP2
	Natural ingredient	KP3
	Packaging design	KP4
	Package Size	KP5
	Expired time	KP6
Price (H)	Normal price	H1
	Prices according to quality	H2
	Affordable prices	H3
Satisfaction (K)	Satisfied with product quality	K1
	Satisfied with the price	K2
Tourist Loyalty (LP)	Repurchase	LP1
	Recommend to others	LP2
	Willing to pay even if the price goes up	LP3

Source: Primary Data Processing, (2022)

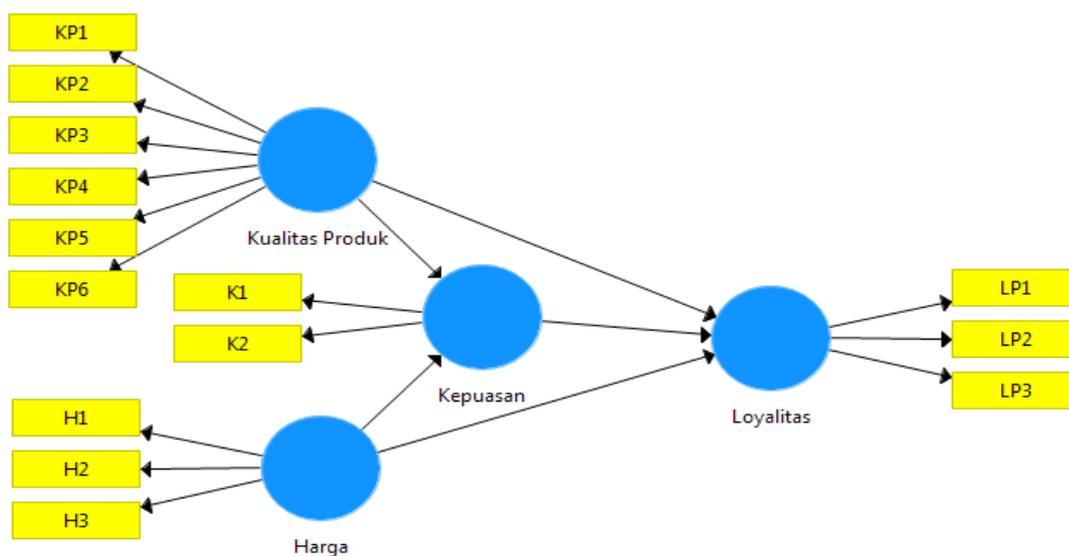
The hypothesis proposed in this study is as follows:

H = A positive and significant relationship exists between perceived product quality and satisfaction.

- H2 = There is a positive and significant relationship between Perceived Product Quality and Loyalty.
- H3 = There is a positive and significant relationship between perceived price and satisfaction.
- H4 = There is a positive and significant relationship between perceived price and loyalty.
- H5 = There is a positive and significant relationship between perceived satisfaction and loyalty.
- H6 = There is a positive and significant relationship between Perceived Product Quality and Loyalty through Satisfaction.
- H7 = There is a positive and significant relationship between perceived price and loyalty through satisfaction.

Questionnaire data analysis was performed using the SmartPLS procedure, according to (Hair et al., 2017). Data analysis using SmartPLS consists of evaluating the measurement and structural models. SmartPLS analysis starts by assessing the measurement model through internal consistency, reliability, convergent validity, and discriminant validity. The reliability of the indicator is known by the value of the loading factor (> 0.701), which means the needle is reliable. If the loading factor value is less than 0.701, it will be omitted and not included in the subsequent evaluation process. Only indicators with a loading factor value of 0.701 or more are included in the next evaluation process. Internal consistency reliability is measured based on composite reliability (CR) > 0.70 , which means the research variable is reliable. Convergent validity is represented by the Average variance Extracted (AVE) value ($> 0,50$) which means that the variable can explain more than 50% of the variance of the indicator. Furthermore, discriminant validity is represented by the Fornell Larcker criterion and cross-loading.

After all indicators and variables have passed the measurement model evaluation process and have fulfilled all the rules of thumb, it is followed by an evaluation of the structural model consisting of Vif, Q-Square, R-Square values, path coefficients, and Model fit. Rule of thumb the path coefficient between variables indicates that the p-value is less than 0.05 and the t-statistic value is higher than 1.96 (using a 5% confidence level). The Q-Square value parameter is used to measure the feasibility of the prediction model with a range of 0 to 1. The higher the R-square value, the greater the influence of exogenous latent variables on endogenous latent variables. The R-square value can detect the direct effect of certain exogenous variables on endogenous variables. The research model analyzed in this study can be seen in Figure 1.



Picture 1. The research model influences product quality and price on satisfaction and loyalty
Source: Primary Data Processing (2022)

RESULTS AND DISCUSSION

Characteristics of Respondents

Respondent characteristics such as gender, age, education, domicile, and income are related to tourist satisfaction and loyalty to processed seafood souvenirs that they buy as souvenirs. In detail, the characteristics of the respondents can be seen in Table 2.

Table 2. Tourist Characteristics

Variable	Category	Frequency	Percentage (%)
Age	18-25	27	27
	26- 35	44	44
	36-45	24	24
	>45	5	5
Gender	Woman	62	62
	Man	38	38
Work	civil servant	14	14
	Private employees	21	21
	Businessman	19	19
	Student	9	9
	IRT	22	22
	Other	15	15
Education	Junior High School	2	2
	Senior High School	37	37
	Diploma	14	14
	S1	41	41
	S2/23	6	6
Income	Idr. 1,000,000	9	9
	>Idr. 1,000,000 – Idr. 3,000,000	21	21
	>Idr. 3,500,000 – Idr. 5,000,000	47	47
	> Idr. 5,000,000	23	23

Source: Primary Data Processing, (2022)

The characteristics of respondents who bought processed seafood souvenirs showed that women dominated more than men. Homemakers dominate the majority of tourists who buy processed seafood souvenirs. Most respondents are young or productive, so they have prime energy in traveling to the various destinations they want. Most of the tourists who are respondents are highly educated, namely bachelor graduates (S1) with an average income ranging from more than IDR 3,500,000 to IDR. 5,000,000 per month.

SEM-PLS analysis

Outer Model Evaluation

According to (Hair et al., 2017), SmartPLS analysis was carried out in two stages: evaluation of the measurement model and assessment of the structural model. In the measurement model evaluation stage, the indicators are tested for reliability and validity through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Loading factor, Composite Reliability, and AVE values can be seen in Table 3.

Table 3. Evaluation of the measurement model

Construct	Code	Loading Factor	Composite Reliability	AVE
Product Quality (KP)	KP1	0.790	0.923	0.668
	KP1	0.760		
	KP3	0.847		
	KP4	0.853		
	KP5	0.812		
	KP6	0.837		
Price (H)	H1	0.792	0.794	0.563
	H2	0.704		
	H3	0.752		
Satisfaction (K)	K1	0.882	0.838	0.721

Construct	Code	Loading Factor	Composite Reliability	AVE
Customer Loyalty (LP)	K2	0.815	0.849	0.654
	LP1	0.824		
	LP12	0.862		
	LP3	0.735		

Source: Primary Data Processing, (2022)

Table 3 shows that the reliability of the indicator can be seen from the value of the loading factor. Factor loading of the variable hands of product quality perception (KP), price perception (H), tourist satisfaction (K), and customer loyalty (LP) has a value between 0.704 to 0.882. This loading factor value is more excellent than the 0.701 suggested (Hair et al., 2017), so it can be included in the subsequent evaluation process. The importance of the indicators can be seen in Figure 2. Internal consistency reliability is measured by the value of composite reliability (CR), which is more significant than 0.70. The analysis results show that the CR values range from 0.794 to 0.923, which means that the variables perceived product quality, price perception, satisfaction, and tourist loyalty are reliable because they have a CR value of more than 0.70. Furthermore, Convergent validity can be seen from the AVE value, which reflects the total variance in the indicators in the range of 0.563 to 0.721. The AVE value is more than 0.5, meaning that this variable can explain more than 50 percent of the variance of the indicator.

Table 4. Discriminant validity values

Variable	Price	Satisfaction	Product Quality	Customer loyalty
Price	0.768			
Satisfaction	0.757	0.849		
Product Quality	0.685	0.688	0.817	
Customer loyalty	0.710	0.603	0.728	0.809

Source: Primary Data Processing, (2022)

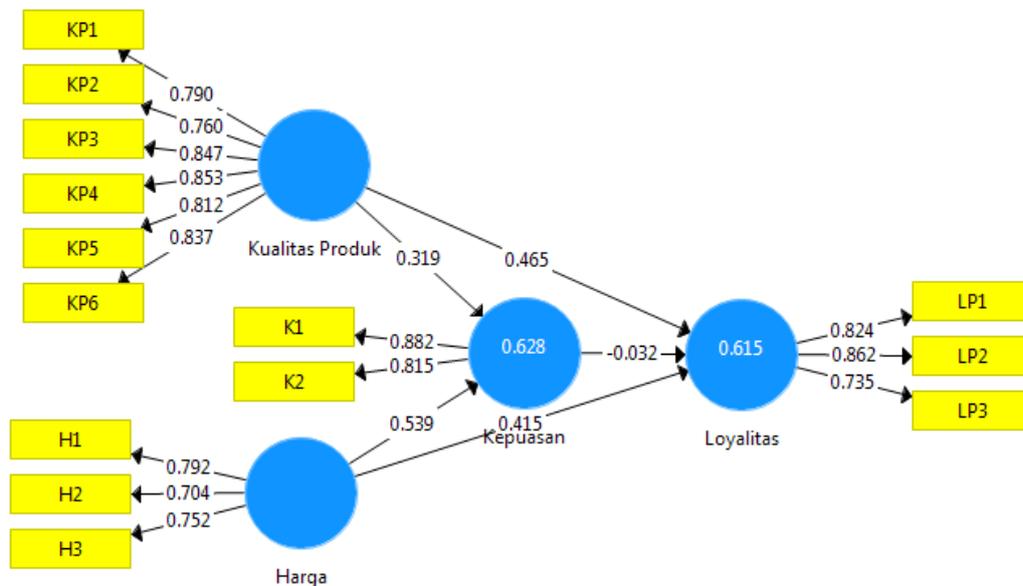


Figure 2. Evaluation of the measurement model
Source: Data processed with Smart PLS (2022)

Inner Model Evaluation

After evaluating the measurement model, it is followed by assessing the structural model consisting of VIF, Q-Square, R-Square, path coefficient, and fit model values. (Hair et al., 2017). At

this stage, the process begins with estimating the structural model, with the bootstrap procedure being run to produce the t value.

R-Square

The R-square value or the coefficient of determination indicates the diversity of endogenous constructs that can be explained by exogenous constructs simultaneously. The R-square value measures the variability of changes in the independent variable to the dependent variable.

Table 3. Q-Square value

Variable	R-Square
Satisfaction (K)	0.628
Customer Loyalty (LP)	0.615

Source: Primary Data Processing, (2022)

Based on the analysis of Table 4, the correlation coefficient value of the satisfaction variable is $r=0.628$; it is concluded that the value of r is close to $+1$, so the correlation between the Product Quality (KP) and Price (H) variables in the Satisfaction variable (K) is solid and unidirectional, said to be positive. Analysis of the correlation coefficient value of the loyalty variable $r = 0.615$ concluded that the value of r is $+1$ away. Hence, the correlation between the variables Product Quality (KP), Price (H), and Satisfaction (K) on the loyalty variable (LP) is solid and unidirectional, said to be positive.

Path coefficient

Table 4. Hypothesis Testing Results

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Price -> Satisfaction	0.539	5,982	0.000
Price -> Customer Loyalty	0.415	3,283	0.001
Satisfaction -> Customer Loyalty	-0.032	0.358	0.721
Product Quality -> Satisfaction	0.319	2,902	0.004
Product Quality -> Customer Loyalty	0.465	5,229	0.000

(Source: Primary Data Processing, 2022)

Rule of thumb the direct effect between variables is significant if the p-value is less than 0.05 and the statistical value is higher than 1.96 with a 5% confidence level. Table 4 shows a positive and meaningful relationship between perceived product quality (KP) and tourist satisfaction (K), as indicated by a structural coefficient value of 0.319 and a t count of 2.902 with a P-value of 0.004. The P-value <0.01 indicates a positive and significant influence between the perception of product quality and the satisfaction tourists feel when shopping for souvenirs of processed seafood. This means that the higher the tourist's perception of product quality (KP), the higher the satisfaction (K) tourists feel. This is in line with research Hastuti (2018) explains that product quality significantly and positively affects customer satisfaction. The results of the study show that there is a solid and positive relationship between product quality and customer satisfaction. Domestic tourists who buy processed seafood as souvenirs argue that this processed seafood are suitable because they taste delicious and tasty. Most tourists think that the packaging design is quite attractive and has a variety of sizes, from small to large packaging sizes. Most tourists like the small packaging because it makes it easier to distribute the souvenirs to the people they want. Usually, these processed seafood souvenirs are shared with family, friends, or colleagues. In addition, including an expiration date on seafood processed food souvenirs is vital information for tourists when buying these processed seafood souvenirs because it is a consideration for tourists about the freshness of the food.

In addition to influencing the perceived satisfaction of product quality, it also affects customer loyalty. The effect of perceived product quality (KP) on customer loyalty (LP) obtained a structural coefficient of 0.465 and a P-value <0.000 . Because the P-value <0.05 and the coefficient is positive, it indicates that there is a significant influence between perceived product quality (KP) and loyalty (LP). This means that the higher the perceived product quality (KP), the higher the loyalty (LP). This is in line with research conducted by Khoironi et al. (2018) that product quality has a significant and positive effect on customer loyalty. Manufacturers have distinctive products with excellent quality, so customers

will feel satisfied and loyal in consuming or buying products.

The influence of product price perceptions (H) on tourist satisfaction (K) obtained a structural coefficient of 0.539 and a P-value <0.000. Because the P-value <0.05 and the coefficient is positive, it shows that there is a significant influence between product price perceptions (H) on tourist satisfaction (K). This means that the higher the perceived price (H), the higher the tourist satisfaction (K). Tourists who buy seafood processed food souvenirs argue that the price is reasonable. This means that wherever they buy the food souvenirs, they get the same price. In addition, the price given is also affordable for tourists. Even though there is an opinion that the cost of seafood processed food souvenirs is expensive, the price follows the quality of the products offered. Suhartanto (2018) states that satisfaction with food souvenirs is an essential driver of tourist satisfaction in destinations. Furthermore (Suttikun and Meeprom, 2021) state that attributes such as product quality and price determine the satisfaction tourists will get.

In addition to influencing satisfaction, price perceptions also affect customer loyalty. The influence of the higher the perceived price (H), the higher the commitment (LP). This is in line with the research conducted by Suttikun and Meeprom (2021), which explains that product prices significantly affect customer loyalty.

Indirect Influence

In addition to testing the direct effect, the SEM is also known for the indirect effect. The indirect effect results from multiplying 2 (two) direct effects. The indirect impact is significant if the two direct influences that makeup it is substantial.

Table 4. Indirect Influence

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Product Quality -> Satisfaction -> Loyalty	-0.010	0.385	0.701
Price -> Satisfaction->Customer Loyalty	-0.017	0.390	0.698

(Source: Primary Data Processing, 2022)

Based on Table 5, The indirect effect between Perceived Product Quality (KP) on loyalty (LP) through Satisfaction (K) obtained an indirect effect coefficient of -0.010 with a p-value of 0.701, which means that there is an indirect effect that is not significant between Perceived Quality Product (KP) to loyalty (LP) through Satisfaction (K). The coefficient is negative, meaning that the higher the perceived product quality (KP), the lower the loyalty (LP) through satisfaction (KP). The indirect effect between Perceived Price (H) on loyalty (LP) through Satisfaction (K) obtained an indirect effect coefficient of -0.017 with a p-value of 0.698 which means there is an indirect effect that is not significant between Perceived Price (h) on loyalty (LP) through Satisfaction (K). The results of testing this hypothesis indicate that consumer satisfaction can indirectly not mediate the effect between product quality and price on tourist loyalty. In other words, the impact of product quality and price on loyalty through satisfaction has a negative and insignificant effect. From the results of this study, it can be interpreted that with pride, even though the product quality and price are what is expected, it is still not the primary reason consumers buy seafood souvenir products repeatedly. This study's results align with (Sitanggang and Ratmono, 2019), which shows that product quality and price do not affect loyalty through satisfaction.

Q-Square Test

Q-square testing PLS is used for predictive relevance in constructive models. Q-square measures how well the model's observed values and parameter estimates are produced.

Table 5. R-Square Adjust Test Results

Variable	R-Square Adjust
Satisfaction (K)	0.620
Loyalty (LP)	0.603

(Source: Primary Data Processing, 2022)

Based on the R-Square Adjust output of 0.620, it can be concluded that Product Quality (KP) and Price (H) variables on satisfaction (K) variables 62% while other factors explain 38%. Based on the R-Square Adjust output of 0.603, it can be concluded-variable Product Quality (KP), Price (H), and Satisfaction (K) on the loyalty variable (LP) is 60.3%, while other factors explain 39.7%.

Fit models

The Fit model describes the fit or suitability of a series of observations. The goodness of the Fit Model can be seen from SRMR, d_ULS, d_G, Chi-Square, and NFI. In detail can be seen in Table 6.

Table 6. Fit models

	Saturated Model	Estimation Models
SUMMER	0.111	0.111
d_ULS	1,293	1,293
d_G	0.794	0.794
Chi-Square	396,941	396,941
NFIs	0.601	0.601

Source: Primary Data Processing, (2022)

Hair et al. (2017) explained that Standardized Root Mean Residual (SRMR) was considered suitable if the value was less than 0.9. This measure is used to assess the fit between observed correlations or relationships. The analysis results show that the SRMR value is 0.111, which states that the model is fit. The analysis results show that the NFI value is 0.601, which describes the appropriate model. Furthermore, Haryono (2017) explained that to find out whether the built model fits SmartPLS, it can be seen from the value of the loading factor for each indicator by looking at the Outer Loading. The model is considered fit if all items are > 0.7 .

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results and discussion, it can be concluded that product quality and price have a significant and positive effect on satisfaction. Product quality and price have a significant and positive impact on customer loyalty. At the same time, direct satisfaction does not affect tourist loyalty. Indirectly, product quality and price do not significantly affect tourist loyalty through satisfaction.

With this research, it is hoped that it can be used as evaluation material and input for related parties. For business people processed seafood souvenirs to increase the sales turnover of processed seafood souvenirs, the right marketing strategy to increase tourist loyalty to processed seafood souvenirs is by providing quality processed seafood souvenirs according to the price. Future researchers need to do further research by adding service quality variables that affect satisfaction and loyalty.

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