

The Influence of E-WOM and Social Media on Interest in Buying Camping in Bedugul and Lifestyle as a Mediation Variable

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Article Info:

Article History:

Received: 2023-11-10

Revised: 2023-12-13

Accepted: 2024-01-05

Keyword:

Quantitative, Descriptive,
Literature study, SEM,
SmartPLS 3, Slovin.

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Paper Type:

Research Paper



Abstract:

Purpose:

This research aims to increase our understanding of people's behavior when choosing several Bedugul camps. By knowing the factors that influence consumers' lifestyles and buying interests, camp managers in Bedugul can increase their presence on Social Media to attract consumers' buying interests.

Methodology:

This research uses quantitative methods with a descriptive approach. The research method uses the Structural Equation Model (SEM). Data collection was carried out by studying literature and distributing questionnaires to respondents. Data processing was carried out using IBM software called Smart-PLS version 3.0. The Slovin formula was used to determine the sample size.

Findings:

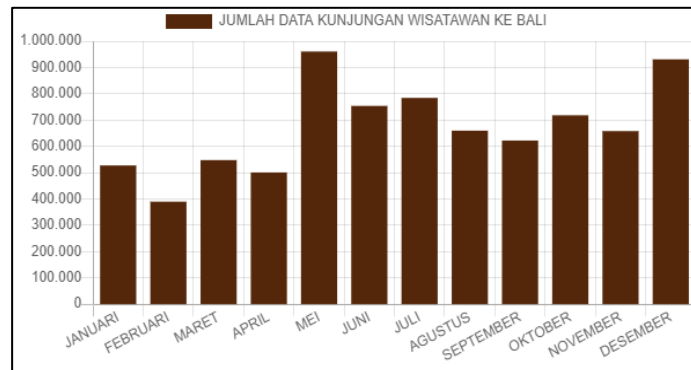
E-WOM has a positive and significant influence on lifestyle and interest in buying camping in Bedugul. Social Media also has a positive and significant influence on lifestyle and interest in buying camping in Bedugul. Lifestyle has a positive and significant influence on interest in buying camping in Bedugul. E-WOM and social media have a positive and significant influence on interest in buying camping in Bedugul through lifestyle as a mediating variable.

Implication:

This research was conducted on a small scale in the Bedugul area with limited coverage, so the results may only partially represent the broader situation. Further research on a larger scale involving more variables is needed to gain a more comprehensive understanding and robust generalizations. It will help identify and understand other aspects influencing consumer buying interest in a broader context.

INTRODUCTION

Indonesia is an archipelagic country that is famous throughout the world for its extraordinary natural beauty. Indonesia's natural environment consists of oceans, beaches, mountains, lakes, and forests, and it is home to some of the world's most significant flora and fauna. Due to Indonesia's natural wealth and beauty, Indonesia's tourism industry is proliferating. The tourism industry in Bali is growing. After the Covid-19 pandemic, the economy in Bali is slowly starting to improve. It is proven by data on the number of tourists who visit Bali, which experienced a high spike during the holidays, namely around May, June, July, and December of 2022 (Satu Data Indonesia Provinsi Bali, 2023).



Source: One Indonesian Data for Bali Province (2023)

Figure 1. Number of Data on Tourist Visits to Bali 2022

Internet use is becoming increasingly common in the contemporary digital era, influencing how consumers behave when making purchases. Research on the influence of electronic word of mouth (E-WOM) and Social Media promotions on purchase intentions and lifestyle is exciting. Bedugul, Bali, has many interesting tourist attractions, such as the Bedugul Botanical Gardens, Ulun Lake Beratan Temple, The Blooms Garden, The Silas, Strawberry Picking Tourism, and Glamping and Camping Ground.

According to data from We Are Social, in 2022, the use of Social Media in Indonesia has reached 191 million active users <https://dataindonesia.id/internet/detail/user-media-social-di-indonesia-capai-191-juta-pada-2022>. This number has increased by 12.35% from 2021, namely around 170 million users (Mahdi, 2022).

Most people use their shopping lifestyle to allocate time and finances to purchasing various products as their primary focus. Because online shopping is convenient and saves time and funds, consumers will have excellent purchasing power (Ahmad et al., 2022). In Indonesia, data on active Facebook users is 135 million. 2023 Facebook will become Indonesia's most popular social media network (Annur, 2023). Advertisers can focus their advertisements on consumers and arouse their interest in purchasing by using these Social Media sites.

When expenses exceed income, many people will go to great lengths to buy the goods they want, thereby driving up costs (Anuaridlo et al., 2023). Due to the large number of transactions, budgeting has become a challenge. Because shopping activities are expensive, this can cause temporary financial difficulties and increase a person's tendency to waste money.

METHODS

Internet use is becoming increasingly common in the contemporary digital era, influencing how consumers behave when making purchases (Febriandika, 2023). Research on the influence of electronic word of mouth (E-WOM) and Social Media promotions on purchase intentions and lifestyle is exciting. Bedugul, Bali, has many interesting tourist attractions, such as the Bedugul Botanical Gardens, Ulun Lake Beratan Temple, The Blooms Garden, The Silas, Strawberry Picking Tourism, and Glamping and Camping Ground.

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When expenses exceed income, many people will go to great lengths to buy the goods they want, thereby driving up costs. Due to the large number of transactions that have occurred, budgeting has become a challenge. Because shopping activities are expensive, this can cause temporary financial difficulties and increase a person's tendency to waste money.

RESULTS AND DISCUSSION

The data processing results were obtained from the questionnaire, distributed via Google Forms to 100 Camping consumer respondents in Bedugul.

Table 1. Validity Test Results

Variable	Indicator	Outer Loading
Purchase Interest (MN)	MN1	0,825
	MN2	0,827
	MN3	0,848
	MN4	0,856
Lifestyle (LS)	LS1	0,857
	LS2	0,883
	LS3	0,884
E-WOM (EWOM)	EWOM1	0,773
	EWOM2	0,893
	EWOM3	0,884
Social Media (SM)	SM1	0,874
	SM2	0,845
	SM3	0,899
	SM4	0,873

Source: Appendix 4 (Data Processing Results)

The results of the convergent validity test in Table 1 show that all outer loading indicator values for each variable have a value greater than 0.60, so it can be concluded that all indicators have met the convergent validity requirements and are declared valid.

Table 2. Validity Test Results

Variable	Indicator	Correlation coefficient	Information
Purchase Interest (MN)	MN1	0,747	Valid
	MN2	0,674	Valid
	MN3	0,725	Valid
	MN4	0,622	Valid

Lifestyle (LS)	LS1	0,882	Valid
	LS2	0,851	Valid
	LS3	0,874	Valid
E-WOM (EWOM)	EWOM1	0,855	Valid
	EWOM2	0,847	Valid
	EWOM3	0,850	Valid
Social Media (SM)	SM1	0,855	Valid
	SM2	0,868	Valid
	SM3	0,621	Valid
	SM4	0,823	Valid

Source: Appendix 5 (Data Processing Results)

The validity test results in Table 2 show that the variables buying interest (MN), lifestyle (LS), E-WOM (EWOM), and social media (SM) obtained a correlation coefficient (Pearson Correlation) with a total score of all indicators greater than 0.30. It proves that the statement items in the research instrument have met the data validity requirements.

Table 3. Discriminant Validity Test Results

	E-WOM	Lifestyle	Purchase Interest	Social Media
EWOM1	0,773	0,515	0,507	0,553
EWOM2	0,893	0,625	0,711	0,673
EWOM3	0,884	0,684	0,718	0,702
LS1	0,592	0,857	0,688	0,666
LS2	0,620	0,883	0,723	0,744
LS3	0,676	0,884	0,693	0,730
MN1	0,590	0,656	0,825	0,653
MN2	0,635	0,656	0,827	0,696
MN3	0,689	0,651	0,848	0,650
MN4	0,663	0,728	0,856	0,716
SM1	0,676	0,683	0,699	0,874
SM2	0,639	0,623	0,639	0,845
SM3	0,663	0,762	0,716	0,899
SM4	0,676	0,769	0,763	0,873

Source: Appendix 6 (Data Processing Results)

Table 3 shows that the discriminant validity of the cross-loading value for each indicator of the variable in question is greater than that of other variables, namely greater than 0.60. This result means this study's discriminant validity data using cross-loading were declared valid.

Table 4. Average Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
Purchase Interest (MN)	0,704
Lifestyle (LS)	0,765
E-WOM (EWOM)	0,725
Social Media (SM)	0,763

Source: Appendix 6 (Data Processing Results)

Table 4 shows that the Average Variance Extracted (AVE) test for each variable has a value greater than 0.50, so the AVE value for each variable is declared valid.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Standar Cronbach Alpha	Information
Purchase Interest (MN)	0,716	0,60	Reliable
Lifestyle (LS)	0,837	0,60	Reliable
E-WOM (EWOM)	0,803	0,60	Reliable
Social Media (SM)	0,799	0,60	Reliable

Source: Appendix 5 (Data Processing Results)

The reliability test results in Table 5 show that each research variable, namely buying interest (MN), lifestyle (LS), E-WOM (EWOM), and social media (SM), obtained a Cronbach's alpha coefficient greater than 0.60, so the statement in the questionnaire is said to be reliable and can be used to conduct research.

Table 6. Construct Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha
Purchase Interest (MN)	0,905	0,860
Lifestyle (LS)	0,907	0,846
E-WOM (EWOM)	0,888	0,811
Social Media (SM)	0,928	0,896

Source: Appendix 5 (Data Processing Results)

Table 6 shows that the construct reliability test on the purchase interest (MN), lifestyle (LS), E-WOM (EWOM), and social media (SM) variables have composite reliability and Cronbach alpha values greater than 0.70. The test results mean that all constructs in this research are declared reliable.

Table 7. R-Square Value

Construct	R-Square
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Purchase Intention	0,746
Lifestyle	0,690
Mean	0,718

Source: Appendix 6 (Data Processing Results)

Table 7 shows that the R-Square value for the purchase interest construct is 0.746, while the R-Square value for the lifestyle construct is 0.690. The average R-Square value for the two variables is 0.718, which means that buying interest and lifestyle can be explained by 71.8%

The calculation of the Q-square value is as follows:

$$Q2 = 1 - [(1 - R2) (1 - R2)]$$

$$Q2 = 1 - [(1 - 0,746) (1 - 0,690)]$$

$$Q2 = 1 - ((0,254) (0,310))$$

$$Q2 = 1 - 0,078$$

$$Q2 = 0,922$$

The Q2 value is $0 < Q2 < 1$, where the closer to 1 means the model is better. The results of the Q-Square calculation that has been carried out show that the Q2 value is 0.922, so it can be concluded that the model has good predictive relevance. The Q2 value of 0.922 means that E-WOM, social media and lifestyle influence 92.2% of the overall variation in buying interest.

The formula used to determine the Goodness of Fit (GoF) value is:

$$GoF = \sqrt{com \times R2}$$

$$= \sqrt{0,860 \times 0,718}$$

$$= \sqrt{0,617}$$

$$= 0,785$$

The closer the GoF value is to 0 (zero), the less good the model is. Conversely, the further away from 0 (zero) and closer to 1 (one), the better the model. According to Ghozali (2018:91), the value of GoF small = 0.1, GoF medium = 0.25 and GoF large = 0.36. The results of the GoF calculation above show a value of 0.785, which is close to one or more than 0.36 (GoF large). It is a fit predictive model, indicating that the overall model measurement accuracy is perfect. The feasibility level of the research model is 78. 5% with a significant level of eligibility.

Hypothesis testing using the Partial Least Square (PLS) method is carried out using simulations for each hypothesized relationship using the bootstrap method. The bootstrapping method aims to see the significance value between variables. The hypothesis can be accepted if the bootstrapping test value is between ± 1.96 . The hypothesis will be rejected if the t-statistic value is < 1.96 or $= 1.96$.

Table 8. Direct Effect Hypothesis Test

Construct Model	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM → Lifestyle	0,236	0,241	0,066	3,591	0,000
E-WOM → Purchase Intention	0,283	0,278	0,073	3,881	0,000
Social Media → Lifestyle	0,637	0,634	0,065	9,834	0,000

Social Media → Purchase Intention	0,317	0,314	0,103	3,088	0,002
Lifestyle → Purchase Intention	0,340	0,347	0,088	3,853	0,000

Source: Appendix 6 (Data Processing Results)

Based on the results of the hypothesis test in Table 8, the influence of E-WOM on lifestyle obtained a t-statistic value of 3.591, which is greater than 1.96 ($3.591 > 1.96$), meaning that there is a significant influence. The test results indicate that H1 is accepted, so E-WOM has a positive and significant effect on the camping lifestyle in Bedugul.

Based on the results of the hypothesis test in Table 8, the influence of E-WOM on purchase intention obtained a t-statistic value of 3.881, which is greater than 1.96 ($3.881 > 1.96$), meaning that there is a significant influence. The test results indicate that H2 is accepted, so E-WOM positively and significantly affects interest in camping in Bedugul.

Based on the results of the hypothesis test in Table 8, the influence of social media on buying interest obtained a t-statistic value of 9.834, which is greater than 1.96 ($9.834 > 1.96$), meaning that there is a significant influence. The test results indicate that H3 is accepted, so social media has a positive and significant effect on the camping lifestyle in Bedugul.

Based on the results of the hypothesis test in Table 8, the influence of social media on purchasing interest obtained a t-statistic value of 3.088, which is greater than 1.96 ($3.088 > 1.96$), meaning that there is a significant influence. The test results indicate that H4 is accepted, so social media positively and significantly affects interest in camping in Bedugul.

Based on the results of the hypothesis test in Table 8, the influence of lifestyle on buying interest obtained a t-statistic value of 3.853, which is greater than 1.96 ($3.853 > 1.96$), meaning that there is a significant influence. The test results indicate that H5 is accepted, so lifestyle positively and significantly affects interest in camping in Bedugul.

Table 9. Indirect Effect Hypothesis Test

Construct Model	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM → Lifestyle → Purchase Intention	0,080	0,085	0,035	2,323	0,021
Social Media → Lifestyle → Purchase Intention	0,217	0,220	0,060	3,634	0,000

Source: Appendix 6 (Data Processing Results)

The hypothesis of indirect influence through intervening variables can be accepted if the bootstrapping test value is between ± 1.96 . If the t-statistic value is < 1.96 or $= 1.96$, then the hypothesis will be rejected, and if the t-statistic value is > 1.96 , then the hypothesis is accepted.

Based on Table 9, the indirect influence of E-WOM on purchase intention through lifestyle obtained a t-statistic value of 2.323, which is greater than 1.96 ($2.323 > 1.96$), meaning that there is a significant mediating influence. The test results indicate that H6 is accepted, so E-WOM has a positive and significant effect on interest in buying camping in Bedugul through lifestyle as a mediating variable.

Based on Table 9, the indirect influence of social media on buying interest through lifestyle obtained a t-statistic value of 3.634, which is greater than 1.96 ($3.634 > 1.96$), meaning that there is a significant mediating influence. The test results indicate that H7 is accepted, so social media has a positive and significant effect on interest in buying camping in Bedugul through lifestyle as a mediating variable.

The Influence of Electronic Word of Mouth (E-WOM) on Lifestyle. The results of the hypothesis testing carried out by researchers show that product quality has a positive and significant effect on lifestyle (H1). Electronic word of mouth (E-WOM) results from communication between individuals via online social media. Based on the definition, E-WOM includes online-based communication between individuals via Social Media and the internet, where these messages contain statements made by customers or other actors, both positive and negative. E-WOM facilitates more accessible contact between producers and consumers in the modern era (Anisa & Widjatkiko, 2020).

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention. The results of the hypothesis testing carried out by researchers show that service quality has a positive and significant relationship with purchase interest (H2). Electronic word of mouth (E-WOM) E-word-of-mouth (E-WOM) refers to comments made online by potential customers, actual customers, or existing customers regarding a product or business via social networks such as Facebook and Myspace. The findings from this research align with research conducted by Anisa and Widjatkiko (2020), which states that Electronic word of mouth (E-WOM) positively affects Purchase Interest.

The Influence of Social Media on Lifestyle. Social Media allows potential customers to control how they receive and disseminate information (Budiyanto et al., 2022). The rapid progress of technology in the modern world is closely related to lifestyle. Lifestyle is essential for living a good quality life in a certain way that differentiates a person from the rest of the group. Research conducted by Alsmalwati et al. (2022) revealed that Social Media positively affects Lifestyle. Apart from that, research conducted by Khalisa and Putri (2021) also revealed that Social Media positively affects lifestyle.

The Influence of Social Media on Purchase Interest. Research has shown there are benefits from Social Media platforms when these platforms are more efficient and faster than traditional media (Budiyanto et al., 2022). Consumer buying interest always influences the process customers go through to buy an item or service. It is one of the stages in which consumers make a choice between several brands and finally purchase the alternative they like most (Permadi, 2019). Research by Budiyanto et al. (2022) revealed that Social Media positively affects consumer buying interest.

The Influence of Lifestyle on Purchase Intention. Previous research by Raheni (2018) revealed that Social Media positively affects Purchase Interest. It shows that Social Media can be easily accessed as a substitute for traditional shopping methods. Choosing a product and determining its price online is a relatively simple process. Besides saving time, there are many possibilities at cheaper prices if you use Social Media (Raheni, 2018).

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention through Lifestyle as a Mediating Variable. Purchase intention refers to the action following an object or making additional purchases. Before customers make a purchase, they evaluate and finally decide to purchase (Prastyo et al., 2018). As a person's lifestyle has been formed, interest in a product or service may arise, which makes consumers feel like making a purchase, including all information, including internet access, so that interest arises in purchasing the product or service.

The Influence of Social Media on Purchase Interest through Lifestyle as a Mediating Variable. A customer's desire to buy an item is always clearly called purchasing interest. Someone becomes interested in purchasing after knowing enough about their desired product (Anisa & Widjantmiko, 2020). Technology sales in the modern world are closely related to lifestyle. Lifestyle is an attempt to live in a certain way that differentiates a

person from other groups. Based on personal experience compared to social reality, people choose a series of behaviors in representations that are important for them to demonstrate in the social realm (Asmawati et al., 2022).

CONCLUSION

This research was conducted to determine the influence of E-WOM and Social Media on Interest in Buying Camping in Bedugul through Lifestyle as a mediating variable. Based on the results of the analysis that has been carried out and described in chapter five using various testing instruments, several conclusions can be drawn following the problem in the hypothesis, namely:

1. The influence of E-WOM on lifestyle obtained a t-statistic value of 3.591, which is better than 1.96 ($3.591 > 1.96$). It indicates that H1 is accepted, so E-WOM has a positive and significant effect on the camping lifestyle in Bedugul.
2. The influence of E-WOM on buying interest obtained a t-statistic value of 3.881, which was more significant than 1.96 ($3.881 > 1.96$). It indicates that H2 was accepted, so E-WOM positively and significantly affected buying interest in camping in Bedugul.
3. The influence of social media on lifestyle obtained a t-statistic value of 9.834, which is greater than 1.96 ($9.834 > 1.96$), indicating that H3 is accepted. So, social media has a positive and significant effect on the camping lifestyle in Bedugul.
4. The influence of social media on buying interest obtained a t-statistic value of 3.088, which was more significant than 1.96 ($3.088 > 1.96$), indicating that H4 was accepted. Thus, social media positively and significantly affected buying interest in camping in Bedugul.
5. The influence of lifestyle on buying interest obtained a t-statistic value of 3.853, which is better than 1.96 ($3.853 > 1.96$), indicating that H5 is accepted. So, lifestyle positively and significantly affects buying interest in camping in Bedugul.
6. The influence of E-WOM on buying interest through lifestyle obtained a t-statistic value of 2.323, which is greater than 1.96 ($2.323 > 1.96$), indicating that H6 is accepted. So, E-WOM has a positive and significant effect on buying interest in camping in Bedugul through lifestyle as a mediating variable.
7. The influence of social media on buying interest through lifestyle obtained a t-statistic value of 3.634, which is greater than 1.96 ($3.634 > 1.96$), indicating that H7 is accepted. So, social media has a positive and significant effect on buying interest in camping in Bedugul through lifestyle as a mediating variable.

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