Psychological Factors of Religion Traveler and Decision to Visit

Bashori Filmi[1], Ade Yuliar[2], Fathurrohman Husen[3]

[1,2,3]UIN Raden Mas Said Surakarta, Jawa Tengah, Indonesia

Correspondence Author
Ade Yuliar, Telp: 0815 6780 6781
E-mail: adeyuliar2107@gmail.com

Abstrak

Kata Kunci:
*Motivasi,
persepsi,
pembelajaran,
keyakinan,
keputusan
berkunjung*

Penelitian ini bertujuan untuk mengetahui pengaruh faktor-faktor psikologis terhadap keputusan berkunjung. Keputusan berkunjung menjadi variabel dependen, sedangkan motivasi, persepsi, pembelajaran, keyakinan menjadi variabel independen. Metode yang digunakan dalam penelitian ini yakni metode penelitian kuantitatif. Data dalam penelitian ini menggunakan data primer dengan menggunakan teknik pengumpulan data penelitian dan kuesioner online melalui Google Form. Penelitian ini menggunakan teknik purposive sampling dengan penetapan jumlah responden menggggunakan teori Roscoe. Sampel dalam penelitian ini adalah 100 responden. Analisis yang digunakan menggunakan uji regresi linear berganda melalui program SPSS 25. Berdasarkan hasil analisis menunjukkan bahwa faktor motivasi, persepsi, pembelajaran dan kenyakinan secara bersama-sama (simultan) mempunyai pengaruh terhadap keputusan berkunjung wisatawan dalam memilih wisata religi. Namun secara parsial, dari keempat faktor tersebut faktor persepsi dan keyakinan mempunyai pengaruh signifikan dan dominan terhadap keputusan berkunjung wisatawan dalam memilih wisata religi.

Abstract

Keywords:
Motivation,
perception,
learning,
belief,
visiting
decision

This study aims to determine the effect of psychological factors on the decision to visit. The decision to visit is the dependent variable, while motivation, perception, learning, and belief are independent variables. The method used in this research is quantitative research methods. This study used primary data using research data collection techniques and online questionnaires through Google Forms. Using Roscoe's theory, this study uses a purposive sampling technique to determine the number of respondents. The sample in this study was 100 respondents. The analysis was used using a multiple linear regression test through the SPSS 25 program. The analysis shows that factors of motivation, perception, learning and belief together influence the decision of tourists to choose tour religion. However, partial, the fourth-factor perception and belief, has influence significant and dominant to decision visit tourists in choosing religious tourism.

INTRODUCTION

Tour religion is one growing market potential rapidly in various parts of the world such as Tunisia to the Vatican so that could be called if tour religion has worldwide where the place religious becomes focus traveler (Rashid, 2018). Religious tourism seen has become a trend because it does not only concern the religious dimensions but also the economic, social and cultural dimensions (Junaidi, 2014). Context means a religious tour is a form of one's religious practice intended to shape spirituality and spiritual aspects related to religion with a calm mind and *blessing* (Sari et al., 2018 ; Rakhmadani, 2010). Meaning other travel religions have draft linked to activities, religion, customs, history and beliefs groups in society (Jannah & Tamin, 2020; Rahmawati, 2016).

The city of Surakarta has several religious tourist destinations which attract tourists because of their uniqueness, such as unique architecture, history, and ritual tradition. (https://pariwisatasolo.surakarta.go.id/, 2020). Every year Surakarta City has a tourist event religion with the average number of visitors reaching hundreds of thousand pilgrims from corners and abroad. The event is an implementation warning of the death of Habib Ali al - Habsyi or known as the Solo Haul event. Habib Ali al-Habsyi is a respected scholar from Yemen and has famous works that many people read in Indonesia, namely the Mawlid Simtudduror Book.

Solo haul events are always attended by scholars from within and abroad, becoming one of the main attractions ((Septyantoro, 2019). Haul commemoration is held every 20-21 Rabiul End of the year Hijri. The religious tourism is located in the vicinity of the tomb of Habib Ali's descendants, which is located in the ar-Riyadh Mosque complex, Pasar Kliwon District, Surakarta. As for one grave, there are descendants of Habib Ali, the tomb of Habib Anis al -Habsyi. He is a charismatic Indonesian cleric from Solo who is respected from abroad (Mashar , 2018).

In terms of tourism, according to Kotler, human behaviour in making consumer decisions or tourists is influenced by the main psychological factors, namely motivation, perception, learning, as well as beliefs and attitudes (Kotler, 2008). Several previous results include studies about readiness and eligibility for an area tour religion from aspect attractions in the form of pilgrimage sites, accessibility, and facilities support for tourists interested in tour pilgrimage in Lamongan (Salmon et al., 2020). Besides that, a research influencing factors interest visit destination tour Religion at the Great Mosque Yogyakarta people. It is a known factor facility that influences interest visits. However, without the factor of accessibility, object and power pull no effect on interest visit tour religion (Miarsih & Wani, 2018).

Likewise, studies about a tourist have psychological factors, which are the most basic in a person's psyche and can be a reason for someone to make decisions in travel (Harsanti et al., 2013 ; Royanty et al., 2017). Study this chosen tour: The famous Solo Habib Ali al - Habsyi Haul religion warning great dead Muslims as an example for developing scale measurement

factors that are psychologically valid and reliable. With this, increasing scientific studies on tourism trend factors religion could explain that characteristic typical tour religion is a journey with orientation religion. Tour religion could be categorized as a group journey segmented as tourist religion and pilgrims where the tourists look for fulfilment desire with dimensions like side spirituality and contemplation (Kim et al., 2020).

METHOD

Method research used is method quantitative. As for the population in the study, the number of those studied is not known with certainty. The population in this study were pilgrims who had visited the Tomb of the Descendant of Habib Anis bin Ali al-Habsyi Surakarta. As for the sample study, as many as 50 people a pilgrim.

Table 1. Definition operations and indicators variable

No	Variable	Definition	Indicator
1	Visiting Decision (y)	The decision to visit is a settlement process that consists of analyzing or recognizing needs and wants, seeking information, assessing selection sources for purchasing alternatives, purchasing decisions and post-purchase behavior. or decision to visit.	1. Decisions about the type of tourist attraction. 2. Decisions about the attractiveness of tourist objects. 3. Decisions on the number of visits 4. Decision on Tourism (Kotler, 2008)
2	Motivation (x1)	Motivation is a process within the individual that has not been fulfilled and at a certain point this will turn into a desire that drives the individual to perform a certain behavior in order to fulfill his needs, desires, and desires.	1. Physical Motivation 2. Cultural Motivation 3. Social Motivation 4. Fantasy Motivation (Wang et al., 2016)
3	Perception (x2)	Perception is the process of selecting, organizing, and interpreting information to form a meaningful picture of something.	1. Interest 2. Needs 3. Stimulus contrast 4. Rating (Khairi, 2013)
4	Learning (x3)	Learning is a change in a person's behavior due to experience. The learning process occurs through the interplay of encouragement, stimulants, cues or signs, responses and reinforcement.	1. Knowledge 2. Experience 3. Behavior 4. Awareness (Kotler & Armstrong, 2008)
5	To faith (belief) (x4)	Beliefs are descriptive thoughts that a person holds about something. Trust is based on knowledge, opinions, and beliefs that may or may not be influenced by emotional feelings.	1. Knowledge of what is believed 2. Benefits 3. Self-evaluation 4. Approach Media (Huang & Pearce, 2019)

Source: Kotler (2008); Wang et al (2016); Khairi (2013); Kotler & Armstrong (2008); Huang & Pearce (2019)

The sampling technique in this study is *accidental sampling*, where taking the sample is conducted based on coincidence. That is, only that accidental meeting with the researcher could be used as a sample or, if available, under the context study (Sugiyono, 2013). Data collection techniques in this study used a questionnaire (questionnaire) technique. Conducted deployment questionnaire with method respondent direct fill questionnaire. The questionnaire is a data collection technique that gives respondents a set of questions or written statements to answer (Sugiyono, 2017). Questionnaire arranged from development questionnaire (Prasetyo, 2015 and Yunikasari, 2016). The measurement scale in the questionnaire used in this study is the Likert scale. On use This questionnaire consists of 5 choices, namely: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree (Sugiyono, 2017). As for technique data analysis using analysis multiple linear regression.

RESULTS AND DISCUSSION

Characteristics of respondents in this study could be seen in the table 2 below.

Table 2. Respondents' Characteristics

Category	Alternative Answer	Frequency	Percent (%)
Gender	Man	49	49%
	Woman	51	51%
Age	18-25 years	88	88%
	26-32 years	9	9%
	33-39 years	2	2%
	>40 years old	1	1%
Amount Visit	1 time	31	31%
	2 times	11	11%
	3-4 times	14	14%
	>5 times	44	44%

Source: Primary data, 2021

Based on the table 2 above, it is known that the majority of the gender is female, based on age majority of respondents were at the age of 25 years. The majority of the respondents have visited the religion destination more than five times. Knowing validity instrument research, then validity test was carried out. The analysis result can be seen in the table 3 below.

The value of R table is 0.195. Based on results testing validity is known variable motivation, perception, learning, belief, and decision visit each variable, there are four statements, and the overall test results are declared valid. Knowing degrees consistency instrument research, then conducted reliability test instruments whose test results are in the table 4.

Table 3. Validity test results instrument

Motivation		Perception		Learning		Confidence		Visit Decision	
No.	**R count**	**No.**	**R count**	**No.**	**R count**	**No.**	**R count**	**No.**	**R count**
1	0.752	1	0.752	1	0.768	1	0.706	1	0.730
2	0.754	2	0.754	2	0.800	2	0.817	2	0.687
3	0.783	3	0.783	3	0.777	3	0.880	3	0.810
4	0.638	4	0.638	4	0.826	4	0.791	4	0.623

Source: Results of data processing, 2021

Reliability test results show that Cronbach's alpha scores *are* higher than 0.60. That variable motivation, perception, learning, belief, and decision visit has proven reliable. Knowing how much big percentage contribution influences motivation, perception, learning, belief as variable independent as well as amount sample more accurately using the test of determination (R *square*).

Table 4. Reliability Test Result

Variable	Cronbach Alpha	Standard Reliability	Information
Motivation	0.693	0.60	Reliable
Perception	0.703	0.60	Reliable
Learning	0.800	0.60	Reliable
Confidence	0.812	0.60	Reliable
Visit Decision	0.673	0.60	Reliable

Source: Results of data processing, 2021

Based on the table above, the adjusted R square value is 0.518. This means that variable motivation, perception, learning, and belief could explain the change variable Y (decision visited) by 51.8%, and the rest by 48.2% influenced other variables that are not researched in a study. The F test is used to determine whether all variables have an effect on the dependent variable. When F count > F table, h0 is accepted, and the significance value is < 0.05, there is a significant effect. The following F test results are in the table below.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,733 [a]	,538	,518	1,441

a. Predictors: (Constant), X4, X1, X3, X2

Source: SPSS Output, 2021

Based on the F test analysis results presented in the table below (Anova table). It can be seen that F table = 2.47 (obtained from F table). So it can be concluded that the value of F count > F table (27.640 > 2.47) with a significance level of 0.000 < 0.05. This shows that H0 is rejected

and Ha is accepted, so it can be concluded that motivation, perception, learning, and belief together influence the decision to visit tourists choose to tour the religious tomb of the descendants of Habib Ali al-Habsyi.

Table 6. F test

	ANOVA [a]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.527	4	57,382	27,640	,000 [b]
	Residual	197.223	95	2.076		
	Total	426,750	99			
a. Dependent Variable: Visiting Decision						
b. Predictors: (Constant), Belief, Motivation, Learning, Perception						

Source: SPSS 2021 Output

The t-test was used to partially test the significance of the variables of motivation, perception, learning, and belief in visiting decisions. The following are the results of the t-test.

Table 7. T test

	Coefficients [a]					
		Unstandardized Coefficients		*Standardized Coefficients*		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,697	1,797		,388	,699
	Motivation	,026	,064	0.030	,404	,687
	Perception	,420	,097	,417	4,345	,000
	Learning	,091	,115	,076	,793	,430
	Confidence	,384	0.099	,343	3,871	,000
a. Dependent Variable: Visiting Decision						

Source: SPSS output, 2021

Based on the results of the t-test analysis presented in the table above. It can be seen that the t-value and the significance value of each independent variable on the dependent variable are as follows:

1. The motivation variable has a value of t arithmetic < t table that is 0.404 < 1.985 with a significance level of 0.699 > 0.05. This means that the motivation variable has no significant effect on the decision to visit.

2. The perception variable has a value of t arithmetic > t table that is 4.345 > 1.985 with a significance level of 0.000 < 0.05. This means that the perception variable significantly affects the decision to visit.

3. Learning variable has a value of t arithmetic < t table that is 0.793 < 1.985 with a significance level of 0.430 > 0.05. This means that the learning variable does not significantly affect the decision to visit.

4. Confidence variable has a value of t arithmetic > t table that is 3.871 > 1.985 with a significance level of 0.000 < 0.05. This means that the Confidence variable has a significant effect on visiting decisions.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was conducted to know the magnitude of motivation, perception, learning, and belief influence on visiting decisions. The multiple linear regression equations are.

Table 8. Analysis Results Multiple Linear Regression

		Coefficients[a]				
		Unstandardized Coefficients		*Standardized Coefficients*		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	,697	1,797		,388	,699
	Motivation	,026	,064	0.030	,404	,687
	Perception	,420	,097	,417	4,345	,000
	Learning	,091	,115	,076	,793	,430
	Confidence	,384	0.099	,343	3,871	,000

a. Dependent Variable: Visiting Decision

Source: SPSS Output, 2021

Y= a + 1X1 + 2X2 + 3X3 + 4 X4 + e

Y=0.697 + 0.026X1 + 0.420X2 + 0.09 1 X3 + 0.3 8 4 X4 + e

From the results of the multiple linear regression equation above, it can be interpreted as follows:

1. Value of constant (a) = 0.697. This means that if the variables of motivation, perception, learning, and belief are considered constant, then the average income level is 0.697.

2. The coefficient of the motivation variable (X1) is 0.026. The event coefficient is positive, meaning that the higher the motivation, the more likely it is for visitors to decide to visit, choosing religious tourism.

3. TThe coefficient on the perception variable (X2) is 0.420. The coefficient, showing a positive score, means that the higher the perception, the greater the probability of tourists to visit religion destination.

4. The variable learning coefficient (X3) is 0.091. The coefficient shows a positive score, meaning that the higher the education, the more likely it is for visitors to choose religious tourism.

5. The coefficient of the trust variable (X4) is 0.384. The coefficient shows a positive score, meaning that the higher the trust, the greater the possibility of visitors deciding to visit choosing religious tourism.

Discussion of Data Analysis Results

The influence of motivation on visiting decisions

Based on the results of hypothesis testing in table 6, it can be known that variable motivation has a score value t count < t table, i.e. 0.404 < 1.985 with level significance 0.699 > 0.05. Ho accepted, and H1 is refused. It means motivation does not affect the decision. So that could conclude that the motivation traveller does not influence the decision to stay in Choose Tour religion Grave Descendants of Habib Ali al -Habsyi.

According to a previous study, the motivation of tourists to visit a tour religion is to deepen confidence in religion, dig root history and just holiday (Collins-Kreiner, 2010). Overall, most of previous studies investigate visit to tour religion by using quantitative method. However, no one is testing the variable's reliability and validity scale measurement. For example, a study (Shuo et al., 2009) researched three factors from many primary factors, but it turned out not to test more on compatibility scale measurement. Many results from other research, including research regarding factor motivation to visit, do not influence because a robust statistical measurement model has not yet been found.

Influence of perception on visiting decision

Based on the results of hypothesis testing in table 6, it can be known that variable perception has a score value of t count > t table, i.e. 4.345 > 1.985 with a level significance of 0.00 < 0.05. So that Ho is rejected and H 2 is accepted, meaning perception significantly affects the visit decision. It can be concluded that perception significantly affects the decision visit tourists in choosing religious tourism to the Tomb of the Descendants of Habib Ali al-Habsyi. Si 's perception or image is the description of somebody objecting to something, increasing visit repeated tourists and recommendations destinations to others Giles et al., 2013; Marchiori & Cantoni, 2015. In Thing, this perception takes effect to visit traveller religion (Huang & Pearce, 2019).

Effect of learning on visiting decisions

Based on the results of hypothesis testing in table 6, it can be seen that variable learning has a score value of t count < t table, i.e. 0.793 < 1.985 with a level significance of 0.430 > 0.05. Ho is accepted and H3 is rejected, it means learning has no effect on visiting decision. It can be concluded that learning does not affect the decision to visit tourists in choosing religious tourism Tomb of Habib Anis bin Ali al-Habsyi descendants of Habib Ali al-Habsyi.

Tour religion part big is product of learning or experience. Several studies empirically researched what happened to tourists at religious sites (Weidenfeld & Ron, 2008). Another study explores experience from tour religion, focusing on spiritual experiences with ignoring other things like experience, social and education (Tirca & Stanciulescu, 2011). However, in the study, Wang et al. (2016) explained that many learning or experiences tourists go through during visits allow results in further research because they use different definitions.

The influence of belief on the decision to visit

Based on the results of hypothesis testing in table 6, it can be seen that variable learning has a score value of t count > t table, 3.871 > 1.985 with a level significance of 0.000 < 0.05. Ho is rejected, and H 4 is accepted, it means that belief has significant effect on decision to visit religion destination. So that, it can be concluded that belief influences the decision of visit tourists to choose religious tourism to the Tomb of the Descendants of Habib Ali al-Habsyi.

Religious belief is one of necessary factor driving travel for a visit. For example, Shinde (2011) shows belief in Krishna. God grantor desire is pushing traveller for a visit to a temple. It is also explained in other research relationship faith (spirituality) with tour religion, explained that religion and spiritual movements have brought up tour interest special (Rashid, 2018). In the study (Bond et al., 2015), results of ASEB regression shows that activities carried out by traveller spiritually and emotionally are predictor most substantial from research results.

CONCLUSION

Increasing tourism trend religion globally can be understood because tour religion has a typical journey with orientation religion. So tour religion could be interpreted as a group segmented journey with a tourist destination or pilgrim to seek fulfilment desire with side spirituality. Besides the spiritual side, known factors psychology also underlies travellers for a visit to tour religion. Based on the results data analysis, as has been outlined before, so could be concluded as follows: (1) Motivasi no have significantly influenced the decision to visit tourists in religious tourism. (2) Perception of having influence significantly influences the decision of tourists to visit in choosing tourism religion. (3) Learning does not significantly influence the decision to visit tourists in choosing tour religion. (4) Belief influences the decision to visit tourists in choosing tourism pilgrimage.

Suggestions and implications practical for industry tourist as effort increase potency economy area, then government area through policy for increase facilities and infrastructure for the event Becomes an encouraging travel economy. The facility cover field necessary hospitality, transportation and restaurants fixed, of course, so that the people who visit by psychic feel comfortable. Besides that, management of tourists' permanent notice Thing tree among them is based on wisdom local that describes unique traditions and culture. The study focuses on factors psychological travellers for a visit to tour religion so that future research could concentrate on other factors influencing holidays like facilities, infrastructure and government area policies.

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