

The Effect of Digital Marketing and Service Quality on Consumer Decisions to Visit Maimun Palace Tourist Attractions in Medan City

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ABSTRACT

The tourism sector in Sumatra is growing rapidly from day to day, this can be seen from the development of tourist attractions around the city of Medan which are already numerous and crowded with visitors, this makes competitors in the tourism service business have to work extra hard for each tourist spot to exist and survive in competition. This study aims to analyze the effect of Digital Marketing and Service Quality both partially and simultaneously on consumer decisions to visit the Maimun Palace Tourism site in the city of Medan. This research is descriptive research with a quantitative approach. The sample amounted to 140 respondents, the data was collected through a questionnaire. The data that has been collected is then analyzed by multiple linear regression. And the results of the study show that digital marketing and service quality have a partial or simultaneous effect on consumer decisions to visit Maimun Palace tours and service quality is the most dominant variable influencing consumer decisions to visit Maimun Palace tours.

Keyword: consumer decision, digital marketing, service quality, maimun palace, tourist

INTRODUCTION

Tourist objects or what is commonly called tourist attractions are everything that is in the surrounding area which is a tourist destination that has an attraction so that people can visit these tourist attractions. According to (Wikipedia, 2023b), Tourism is a trip taken for recreation or vacation and also the preparations made for this activity. With the existence of tourism, it can increase the attractiveness of foreign tourists for each region.

Indonesia is a country that has enormous potential tourism resources. According to the Indonesian Information Portal website (Eris Sutrisno, n.d.) Indonesia ranks in 32nd place which is a rapid increase in a period of 18 months from previously ranked 44th. While in the Asia Pacific region, Indonesia's tourism sector managed to occupy the eighth position. This position managed to shift neighboring countries including Thailand, Malaysia, Vietnam. The advantages generated by the tourism sector can be used to attract investors and visitor interest in order to provide business opportunities to be able to build a more advanced regional economy.

In this digital era, there are many tourist attractions that uphold creative and educational concepts today, this can create trade competition in the business world where there are many different strategy innovations. Creative tourism in question is tourism that can offer opportunities for the development of creative potential in innovating in the field of tourism. An example in Indonesia that we can see is the Parikan Village tour located in Surabaya

where every house there is painted with unique and interesting creations. Educational Tourism here where visitors can experience learning directly in the tourist attractions visited, for example is Taman Pintar Jogja where we are not just a tourist but there are lots of educational learning places for all ages. Taman Pintar Jogja Tourism has implemented online ticket booking, where they already have their own website for the public to see ticket prices online, see history, and more.

Sumatran tourism has developed every year, but it is not uncommon for those who still minimally offer the services of their tourist attractions to be better known by local and foreign tourists, due to the lack of a promotional process carried out in order to increase the interest of visitors to go to these tourist attractions According to (Central Bureau of Statistics of North Sumatra Province, 2023) states that the increase occurred rapidly from 2021-2022 where the number of foreign and local tourist visitors in 2020 amounted to 230 people per year and in 2022 the number of foreign and local tourists amounted to 74,498 people per year. However, not a few are aggressively promoting but neglect to improve the quality of good and proper service. An example in Medan is one of the Marga Satwa Park tourist destinations, where he used to aggressively promote by providing ticket prices as cheap as possible, but neglected to improve the quality of service so that many visitors were careless and did not keep the Marga Satwa Park properly.

In general, the cultural heritage tourism sector in the digital era has made a lot of progress where they can promote their products and services prominently in the eyes of foreign and local visitors, but not a few are still minimal to be able to use the concept of digital marketing as a marketing medium so that many ordinary people do not recognize their respective cultural heritage tourist attractions. In the digital era, there are many programs that can be used as promotional events such as social media, official websites from tourism managers, and applications that provide tourist services so that visitors can more easily find information. The lack of information systems presented by tourist attractions so that many local and foreign tourists can access these tourist attractions.

(Wikipedia, 2023a) Maimun Palace, which is one of the cultural heritage, is a tourist attraction located in Medan City which has been built since 1888 and completed in 1891. Maimun Palace is a historical tourist attraction built during the era of the Sultanate of Deli, Sultan Ma'moen Al Raysid, located on Jl. Brigjend Katamso No. 66 Medan. Maimun Palace was built with one of the icons of the city of Medan, namely the Great Mosque which was also built during the sultanate of Deli which, in ancient times if you wanted to build a palace must be close to the surau (mosque).

The development of Maimun Palace at the beginning of the opening in 1891 which could visit the palace only nobles and was opened to the public only on holidays such as Eid al-Fitr and Eid al-Adha celebrations. In the era of the 2000s Maimun Palace facilities were still adequate in terms of building architecture also still maintained and sturdy, and visitors began to be able to visit tourist attractions. In 2015, there began to be developments in the number of local residents who sold around Maimun Palace at first but increasingly, local residents also sold inside the palace area, where inside the palace there were many contents of the goods from the seller. Maimun Palace in the present era also still carries out the royal tradition of the Deli sultanate but not as often as in ancient times.

In the modern era or commonly called the digital era has a huge impact on the business sector, due to the presence of the internet system. Where business people can market their products and services easily. Even in this digital era, Maimun Palace is still

enlivened by local and foreign visitors. According to Detik.com, visitors who attend every day can range from 100-200 people per day, but on major holidays it can increase three times the usual number ranging from 400-600 visitors per day.

This study highlights several critical issues in the tourism industry in Indonesia. Firstly, there are challenges in promoting tourist destinations, particularly in the Sumatra region, where some places have not effectively introduced themselves, especially at the local and international levels. Despite aggressive promotional efforts, certain tourist spots face difficulties in improving their service quality, resulting in less satisfying experiences for visitors.

Furthermore, the utilization of digital marketing is not fully optimized in several tourist destinations. Although the tourism industry as a whole has responded to digital advancements, there are still tourist destinations and cultural heritage sites that have not fully harnessed the potential of digital marketing. The lack of information systems and digital promotions makes it challenging for both local and foreign tourists to easily access information.

The third aspect is the importance of education and creativity in tourism. Creative and educational tourism is considered a key element in enhancing the attractiveness of tourist destinations. Innovative approaches are needed to tap into the creative potential in tourism, including direct educational concepts and the implementation of smarter digital marketing strategies.

Moreover, despite the positive impact of the digital era, some tourist destinations still require special attention. While some destinations have experienced increased visits due to the use of the internet and social media, further focus is needed to optimize digital marketing and attract more visitors.

Lastly, a case study on Maimun Palace in Medan reveals that, despite maintaining visitor interest, there are challenges in maintaining service quality and maximizing the potential of digital marketing. Therefore, a comprehensive solution involving effective promotion, smart digital marketing strategies, and improved service quality is necessary to enhance the attractiveness and management of tourist destinations.

Based on previous research conducted by (Yanti, 2020) in his research entitled "The Effect of Digital Marketing on Increasing Tourism Visits on Lake Toba" this research uses quantitative research methods which are carried out descriptively. The results of this study prove that digital marketing has a very rapid effect on consumer decisions. Where the Digital Marketing they do is not just from their own social media promotions but branding carried out by the customer himself or from influencers in order to attract consumer buying interest.

LITERATUR REVIEW

Digital Marketing

Digital marketing is a marketing strategy that is trending in the current digital era and is more accessible and easiest to use. According to KBBI Digital is something related to numbers for certain calculation systems. While marketing according to KBBI is the process, method, act of marketing a merchandise. According to (Fadhli K & Dwi Pratiwi N, 2021), (Khoziyah & Lubis, 2021), (Putri & Marlien, 2022), I can conclude that Digital

Marketing is a way to market merchandise with a digital system that has been maximally measured regarding data management. According to (Tri Rachmadi, 2020) Digital Marketing is a technology in marketing products and services that must use digital media. According to (Dharmayanti, 2017) digital marketing is measured through four indicators, including: Incentive Program is how a business actor can reward his consumers; Site Design is a display generated from a website or account of the business actor in order to provide consumer interest and efficiency in providing explanations to consumers; Cost in digital marketing is how much expenditure or budget is used in conducting promotions or so on; Interactiv is an effort made by business actors in creating digital marketing tactics that can be audio or video.

Service Quality

Digital marketing can run efficiently if there is good feedback from the quality of service presented. According to KBBI, quality is the level of good and bad of something, the degree or level of quality, while service according to KBBI is helping to prepare (take care of) what someone needs, so I can conclude that service quality is an assessment in helping someone to provide satisfaction. According to (Tjiptono, 2019) states that service quality is the level of excellence expected and control over that level of excellence to meet consumer desires. Service quality is realized through fulfilling the needs and desires of customers as well as accuracy in its delivery in balancing or exceeding consumer / customer expectations. Service quality can help in encouraging consumers to continue to choose a product or service produced by the company. According to (Petrus Loo, Edy Firmansyah, Achiruddin Siregar, 2021), (Irvan Situmorang & Kusnarli, 2020) then I conclude that in terms of services, the quality management system directs that if the service is a specified requirement, the supplier must establish and maintain documented procedures to carry out, verify and report that the service meets the specified requirements. According to Fandy Tjiptono (Nurhalimah & Nurhayati, 2019) in providing an assessment of the quality of service provided by the company, consumers provide several criteria which are broadly speaking: Reliability is the ability of a business actor to provide services swiftly and precisely; Responsiveness is the ability to be able to help provide appropriate and fast service to customers through clear communication; Assurance is an ability that can be provided by business actors with politeness and courtesy and can provide a sense of secure trust for customers of these business actors; Empathy is to provide a sincere sense of personal nature that can be given from business actors to customers by knowing the desires of customer needs; Tangible is the ability of a business actor to show excellent service in concrete.

Consumer Decision

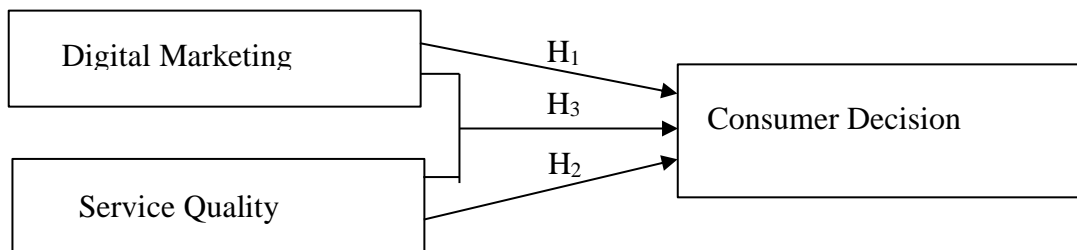
Consumer decisions are obtained due to satisfying services from staff in order to increase customer interest. According to KBBI, a decision is the final attitude or everything related to decisions that have been considered, thought about and so on, while consumers according to KBBI are users of manufactured goods such as clothing materials, food, recipients of advertising messages or users of customer services and so on. So I can conclude that consumer decisions are a person's final process in making decisions on purchasing products or services. According to Swastha & Handoko, 2008 in (Pane, 2018) purchasing decisions are a process in real purchases, whether to buy or not. According to Sawlani, 2021 (Siatama et al., 2023) Consumer Decision is one stage of the entire mental process and other physical activities that occur in the buying process at a certain period and time and the fulfillment of certain needs, in other words, a series of stages taken by a consumer. (Kotler, Philip and Armstrong, 2001) explain that the indicators in purchasing decisions are: Problem Recognition is the process of analyzing what consumers need in choosing these business actors; Information Search is the stage

of searching for digital information related to business actors which is carried out by consumers; Alternative Evaluation is a process of measuring or comparing a product or performance for each business actor; Purchase decision is a process where customers or consumers can choose the product or service they want; Post-Purchase Behavior is a process where a consumer carries out a review process and will carry out an indirect promotional process for the goods or services he has used.

Conceptual Framework

The following conceptual framework will be used in the study, namely:

Figure 1. Framework



Hypothesis

Based on the above framework, the hypothesis of this research is:

H1: Digital Marketing affects Consumer Decisions

H2: Service Quality has no effect on Consumer Decisions

H3: Digital Marketing and Service Quality affect Consumer Decisions

RESEARCH METHOD

This research was conducted at Maimun Palace, using quantitative method research. The sampling technique used non-probability sampling with accidental sampling technique, which is a sampling technique based on necessity, where anyone who happens to meet the researcher can be used as a sample if it is deemed that the person encountered is suitable as a data source.

According to Hair et al, the minimum number of samples should be used, namely 10 times the number of all indicators. In general, samples of more than 100 are better, but sample sizes of more than 100 are acceptable depending on the research background (Hair et al: 2018). Determination of the minimum sample size based on the formula (Hair et al: 2010) $N = 5 \text{ to } 10 \times$ the number of research indicators, this study has 14 indicators, the required sample is 140 respondents.

Researchers Use Descriptive analysis method, namely the research method by collecting data - data in accordance with the actual then the data - the data is compiled and analyzed to be able to provide an overview of the existing problems. The author transforms qualitative data from the questionnaire into quantitative data by giving weights or scores to the questionnaire. In determining the answer value of each question, a Likert scale is used, which is a scale that can show consumer responses to the characteristics of a product.

The data has been obtained from distributing questionnaires, then processed completely and then processed using the SPSS (Statistical Product and Service Solution)

application, each respondent answers the questionnaire using a Likert scale, namely 5 (Strongly Agree), 4 (Agree), 3 (Undecided), 2 (Disagree), 1 (Strongly Disagree). The analysis methods that will be processed include the following: Validity, Reliability, Normality, Multicollinearity, Heteroscedasticity, Multiple Linear Regression Analysis, T Test, F Test.

RESULTS

This research was conducted with a regression analysis model, where the regression analysis will test data processing using the help of the SPSS version 25 computer program with 140 respondents at Maimun Palace tourist attractions in Medan City.

Respondents totaled 140 people, based on the characteristics of the number of respondents based on gender, namely 63 men (45%) and 77 female respondents (55%). It can be concluded that overall female respondents are more likely to dominate like traveling than men.

Characteristics of respondents based on age, namely respondents aged 15-20 years totaling 58 people (41%), respondents aged 21-40 years totaling 49 people (45%) and respondents aged > 30 years totaling 33 people (24%). This explains that overall the age of respondents 15-20 years old is more dominant because it has a higher presentation.

Characteristics based on occupation can be seen that respondents who have jobs as civil servants are 20 people (14%), respondents who have jobs as entrepreneurs are 42 people (30%), respondents who have other jobs and students are 78 people (56%). So of all the total respondents who dominate the most with other jobs or students where they visit these tourist attractions to study regional tourist sites for lessons or just visiting. Characteristics of previous research respondents based on gender, 60% were female. This shows that female respondents are more likely to like using social media than male respondents. Characteristics of respondents based on age, for the most age is between 22-26 years old as much as 40%. This shows that the age group 27-36 years is a potential consumer in making visits to tourist attractions because they already have sufficient income.

Validity and Reliability Test

Based on the results of the validity and reliability tests on 43 statements consisting of 8 Digital Marketing statements, 15 Service Quality statements, and 15 Consumer Decision Statements. The validity test results show that all statement points in variable X1 (Service Quality) have $r_{count} > 0.361$, so all X1 variable items are valid. The validity test results show that all statements on variable X2 (Digital Marketing) have $r_{count} > 0.361$ so that all X2 variable items are valid. The results of the validity test on variable Y (Consumer Decision) have $r_{count} > 0.361$, so the data for all variable Y items are valid.

The validity test results that each number of items for the Digital Marketing (X1), Service Quality (X2) and Consumer Decisions (Y) variables has a Cronbach's Alpha which is above 0.6 so that the reliability of each variable is categorized as acceptable.

Classical Assumption Test

Table 1. One Sample kolmogorov, - Smirnov Test

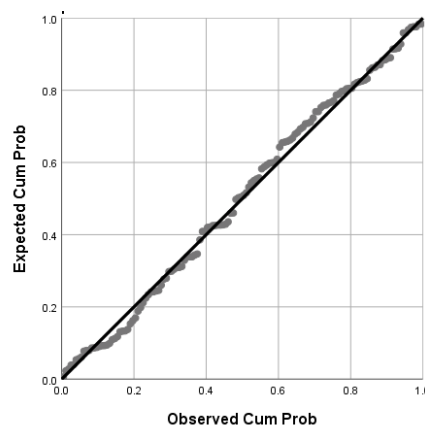
Unstandardized Residual	
N	140
Asymp. Sig. (2-tailed)	0,200

Source: Research Results 2023, (Data Processed)

Based on table 1 above, it is known that the significant value of 0.200 is greater than 0.05 (Sig F > 5%). So it can be concluded that the data tested is normally distributed.

Figure 2. Normal Probability Plot of Regression

**Normal P-P Plot of Regression Standardized Residual
 Dependent Variabel : Consumer Decision**



In the results of Figure 1 above shows the results that the points spread around the diagonal line and follow the direction of the diagonal line, so the linear regression model fulfills the assumption of normality.

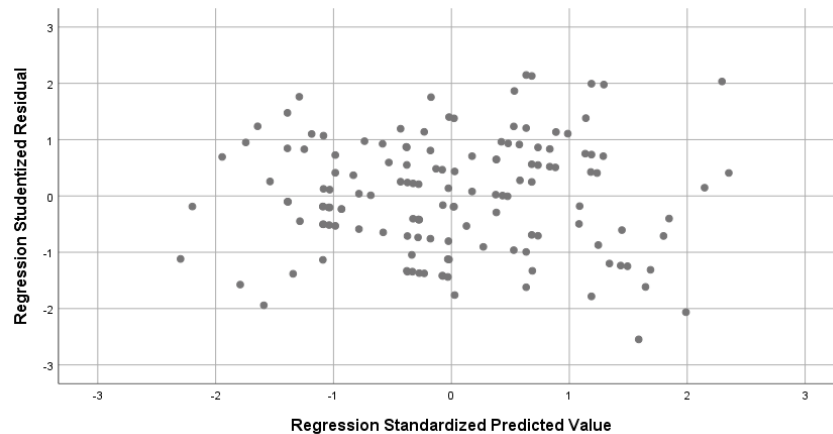
Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Digital Marketing	0.995	1.005
Consumer Decision	0.995	1.005

Source: Research Results 2023, (Data Processed)

Based on table 2 above, it can be seen that the correlation value for the Digital Marketing and Service Quality variables has a tolerance value (0.995) > 0.1 and a VIF value (1.005) < 10 so it can be concluded that the Service Quality and Digital Marketing variables do not have multicollinearity symptoms.

Figure 2. Heteroscedasticity Test Result Scatterplot
 Dependent Variabel : Consumer Decision



In Figure 2 above, it can be seen that the points of the scatterplot graph spread randomly and are spread above and below the number 0 on the Y axis without forming a certain pattern. It can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

- Y = Purchase Decision (dependent variable)
- X1 = Service Quality (independent variable)
- X2 = Digital Payment (independent variable)
- A = Constant
- b1, b2 = Regression coefficient
- e = Percentage error (5%)

The results for multiple linear regression analysis testing can be seen in table 3 as follows:

Table 3. Multiple Linear Regression Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.102	1.798		6.175	0.000
	Digital Marketing	0.091	0.076	0.099	1.198	0.233
	Service Quality	0.230	0.076	0.250	3.033	0.003

A. Dependent Variable : Consumer Decision

Source: Research Results 2023, (Data Processed)

From table 3 above, it is known that in the Unstandardized Coefficient part B, the multiple linear regression equation is tested with the following formula:

Consumer Decision = 11.102 + 0.393 Digital Marketing + 0.230 Service Quality + e
 Based on this equation, it can be concluded as follows:

A constant of 11,102 is statistically interpreted that if Digital Marketing and Service Quality have no value or are equal to 0, then the value of Merchant Revenue is 11,102. The regression coefficient of the Digital Marketing variable (X1) of 0.291 indicates that if the Digital Marketing variable is increased by 1 unit, then the revenue of the tourist spot as a service provider will increase by 0.291 units. And the regression coefficient is positive, so the effect of Digital Marketing on Tourist Site Revenue as a service provider is positive or increases in the same direction. This means that the Digital marketing variable can have an effect on Maimun Palace Tourism Revenue. The regression coefficient of the Service Quality variable (X2) of 0.230 indicates that if the Service Quality variable is increased by 1 unit, then the Tourist Revenue as a service provider will increase by 0.230 units. If the regression coefficient is positive, then the effect of Service Quality on Tourist Site Revenue as a service provider is positive or increases in the same direction.

Based on table 3 above the partial test results, it can be seen in several things below including

1. On the Digital marketing variable (x1) it can be seen that the tcount value (1,998) > ttabel (1983) with a significant level of 0.000 < 0.005 so it can be concluded that there is a partially significant positive influence between Digital Marketing on Consumer Decisions to visit Maimun Palace tours.
2. In the service quality variable (x2), it can be seen that tcount (3.033) > ttabel (1.983) with a significant level of 0.000 < 0.005 so it can be concluded that there is a partially significant positive influence between Service Quality on Consumer Decisions to visit Maimun Palace Tourist Attractions in Medan City.

Table 4. F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	114.893	2	57.447	5.593	.005 ^b
	Residual	1407.078	137	10.271		
	Total	1521.971	139			

a. Dependent Variable : Consumer Decision
 Predictors : (Constant), Digital Marketing, Service Quality
 Source: Research Results 2023, (Data Processed)

In table 4, it can be seen that the results show that the value of Fcount (5.593) > Ftable (3.09) with a significant 0.000 < 0.05 so it can be concluded that there is a significant influence between Service Quality and Digital Marketing simultaneously on Consumer Decisions in visiting Maimun Palace.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275 ^a	0.575	.062	3.205

a. Predictors : (Constant), Digital Marketing, Service Quality
 Dependent Variable : Consumer Decision
 Source: Research Results 2023, (Data Processed)

In table 5 of the output results on the coefficient of determination test, it can be seen that the rsquare (R^2) value is obtained at 0.575, meaning that the Consumer Decision variable can be explained by the Digital Marketing and Service Quality variables by 57.5%, while the remaining 42.5% is influenced by other factors that come from outside other research methods. such as Location, Promotion, Product Quality and others.

DISCUSSION

Based on the results of the research that I have done, it is known that Digital Marketing (X1) has a significant effect on consumer decisions in visiting Maimun Palace tours where there are answers to the results of the questionnaires that have been distributed that Digital Marketing affects consumers in visiting Maimun Palace, because it is easy to find out in advance the phenomena that occur at Maimun Palace. This is also in accordance with the opinion of previous researchers conducted by (Dewi Yanti, 2020) in his research entitled "The Effect of Digital Marketing on Increasing Tourism Visits on Lake Toba" said that the existence of Digital Marketing that they do through social media Facebook, Instagram, etc. has a good impact on increasing tourist visits to Lake Toba Tourism. With the existence of Digital Marketing, tourists can search for information with the suitability of consumers to visit tourist attractions on Lake Toba. Digital Marketing that they do optimally not only uses personal services but with the help of consumers through their respective digital platforms to be able to promote Lake Toba tourist attractions, while Service Quality (X2) is an important one where the quality of service provided to consumers has an influence on consumer decisions. If the service is provided optimally to consumers, consumers will feel happy and satisfied so that it causes symptoms to come to visit the place again and by providing maximum Service Quality the Maimun Palace gets constructive suggestions so that more constructive criticism can be given to the Maimun Palace Tourism site.

Based on the results of the T-test that the influence of Digital Marketing and Service Quality partially has a positive and significant influence on Consumer Decisions to visit the Maimun Palace. The results of the f-test show that Digital Marketing and Service Quality have a significant influence on Consumer Decisions to visit the Maimun Palace.

CONCLUSION

Based on the results of the research discussion and after testing the data, it can be concluded that the results of this study prove that Digital Marketing and Service Quality are able to provide encouragement for the formation of Purchasing Decisions. With the existence of online media such as the Instagram website, it can provide convenience in finding information so that and fulfill consumer desires.

From the results of the coefficient of determination, it shows that the effect of digital marketing and service quality variables is 57.5%, while the remaining 42.5% is influenced by other factors that come from outside other research methods.

In light of these findings and within a broader context, several recommendations are proposed for Maimun Palace. A paramount consideration is the enhancement of its digital presence through active engagement on social media platforms like Instagram and Facebook, coupled with the maintenance of an informative official website. This

strategy aims to facilitate easy access to historical information, events, and attractions for both local and international audiences.

Additionally, To augment the visitor experience, a focus on improving service quality is recommended, involving staff in comprehensive training programs. A knowledgeable and friendly staff can significantly contribute to a positive visitor experience. Regular maintenance and facility improvements are also emphasized to create a comfortable and appealing environment.

Collaborations and partnerships with local businesses, tourism boards, and travel agencies are encouraged to expand promotional reach. Joint tour packages and promotions can be explored as part of such partnerships to enhance the palace's allure.

Finally, the preservation of Maimun Palace's historical authenticity should remain a top priority. Sustainable conservation projects and regular upkeep are integral to ensuring the ongoing integrity and continuity of this cultural heritage.

By embracing these recommendations, it is anticipated that Maimun Palace can elevate the overall visitor experience, enhance sustainability, and fortify its standing as a captivating cultural destination.

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