

## The Effect Of The Covid-19 Pandemic And Cultural Attraction On The Number Of Visitors Of Maimoon Palace, Medan City

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### ABSTRACT

The Covid-19 pandemic is a threat to various sectors and lines of life, including tourism activities. The decrease in the number of tourists visiting a tourist destination is a logical consequence because of restrictions on community mobility, including recreation and travel. Furthermore, entering a period where the Covid-19 Pandemic has slowed, the number of return visits should increase, tourism actors can take advantage of the potential of tourist attractions to attract tourists. Attractions can be natural, artificial or cultural. The purpose of the study was to determine the effect of variable X on variable Y, namely the Covid-19 pandemic and cultural attractiveness on the dependent variable, in this case the number of visitors to the Maimoon Palace in Medan City. Data collection in this study was carried out using a questionnaire instrument with a Likert scale level 5, then testing would be carried out through descriptive analysis, classical assumption test, and hypothesis testing with multiple linear regression analysis. Based on the results of testing and data analysis, conclusions will then be drawn from the pre-determined hypothesis. The results showed that the Covid-19 pandemic had a negative and significant effect on the number of visitors, while cultural attractiveness had a positive and significant effect on the number of visitors to the Maimoon Palace in Medan City.

**Keywords:** Covid-19 Pandemic, Cultural Attractions, Number of Visitors to Maimoon Palace

### INTRODUCTION

The presence of a new virus in 2019, namely the Coronavirus that causes the Coronavirus Disease 2019 (Covid-19) has shocked all countries in the world. The spread of this virus is very easy to cause tremendous panic. In the vulnerable period of January to June 2020, Covid-19 has spread to all corners of the world. Until mid-March 2020 the World Health Organization (WHO) declared this disease a pandemic (Suprihatin, 2020). The determination of this pandemic caused a tremendous impact on all sectors of life. According to Chebli and Ben Said (2020), the tourism sector has been hit the hardest by the Covid-19 pandemic. There is a very sharp decline in the number of tourists in 2021, which is 850 million to 1.1 billion. This decrease resulted in a huge loss of state revenue in the tourism sector, which was estimated at US\$ 910 billion to US\$ 1.2 trillion (Foo et al., 2021). The decline in both the number of tourists and the amount of state income cannot be avoided from the implementation of the policy of limiting community activities.

Restrictions on community activities add to the sluggishness of human life. The lock down policy by the government, both national and international, was taken to minimize the number of people who were infected with this virus (Luo & Lam, 2020). People's daily mobility is limited every day. Mobility restrictions are carried out by restricting transportation, the movement of the community is minimal, and all community activities

ranging from work, school, worship and all other work are advised to be done from home (Habibah et al., 2022). Currently, the Covid-19 pandemic has begun to slow down and the implementation of restrictions on community activities has begun to be relaxed, but the community is still asked to be vigilant. Tourism activities have reopened slowly and are expected to return quickly to recover (Huyen & Nghi, 2019). The number of visits to tourist attractions should have started to increase. The number of visits to tourist attractions really depends on how much attraction a tourist attraction can offer (He & Luo, 2022). Tourist attraction is one of the key instruments that can encourage visitors to make a visit. Harahap & Rahmi (2020) stated that data on cultural tourism attractions are the distinctive and special elements possessed by a tourism object and are able to attract visitors to make visits.

From the current phenomenon, researchers want to know the influence of the Covid-19 pandemic and cultural attraction on the number of visits at the Maimoon Palace, Medan City. So in this study the researchers took the title "The Effect of the Covid-19 Pandemic and Cultural Attractiveness to the Number of Visits to the Maimoon Palace in Medan City". The problems to be solved through studies in research are; 1) How does the Covid-19 pandemic affect the number of visits to the Maimoon Palace in Medan City? And 2) How is the influence of cultural attraction on the number of visits to the Maimoon Palace in Medan City? and to ensure the research remains conceptual, the objectives of this study are: 1) To determine the effect of the Covid-19 Pandemic on the number of visits to the Maimoon Palace in Medan City and 2) To determine the effect of cultural attraction on the number of visits to the Maimoon Palace in Medan City. Through this research, it is hoped that benefits will be obtained as a literature review regarding the influence of the Covid-19 pandemic and cultural attractiveness on the number of visits to the Maimoon Palace, either to further researchers or to tourism managers.

## LITERATUR REVIEW

### **The COVID-19 pandemic**

According to the World Health Organization, pandemic is an unprecedented spread of disease that has spread throughout the world. The Covid-19 pandemic is one of the spreads of viruses and diseases that begins with the discovery of a new mutation of the SARS-CoV virus and then develops into an infection and a very high virulence level (Wandra et al., 2021). Corona virus is the virus that causes the Covid-19 infection. Initially, this infection broke out in the city of Wuhan, China at the end of 2019 and spread to Indonesia in March 2020. Corona virus caused infected patients to experience symptoms of mild to severe illness, the rapid spread of the virus and the easy process of contracting caused many Indonesian people to suffer from Covid-19 infection and resulted in tens of thousands of people dying and millions of people being infected (Ningsih et al., 2022). This phenomenon has received special attention from the government because the Covid-19 pandemic has implications for all aspects and lines of life and even almost paralyzes the community's economy, but the main priority during the pandemic is survival so the government makes regulations to limit the mobility of the community which then affects tourism and tourism activities. recreation. Lily Dianasari (2021) in her research expressed the dimensions of the Covid-19 pandemic including:

1. Social Dimension

The scope of the social dimension during the Covid-19 period is how one's social activities are limited to regulations issued by the government and the nature of society as social beings.

2. Economic Dimension

The scope of the economic dimension includes significant changes in the community's economy including income and expenditure and has implications for other social activities of the community concerned.

### **Cultural Attractions**

Tourist attraction is one of the keys that play a role in motivating visitors to visit a tourist destination. Tourist attractions can include cultural, natural, or artificial attractions. The attraction of cultural tourism involves the inherent and thick cultural elements of a tourist place that are able to influence the interest of a person's visit (Harahap & Rahmi, 2020). Maimoon Palace is one of the tourist destinations in the city of Medan which is closely related to culture. The element of cultural attraction owned by Maimoon Palace is the heritage of the Deli Kingdom which is hundreds of years old with various supporting cultures and traditions such as the existence and opportunity to use traditional Malay clothes, and various ancient architectures. The existence of the Maimoon Palace cultural tourist attraction, Medan City, is sufficiently supported by infrastructure, so that related to the interest in visiting, more empirical testing needs to be carried out. Harahap & Rahmi (2020), stated that indicators of cultural tourism attractiveness include:

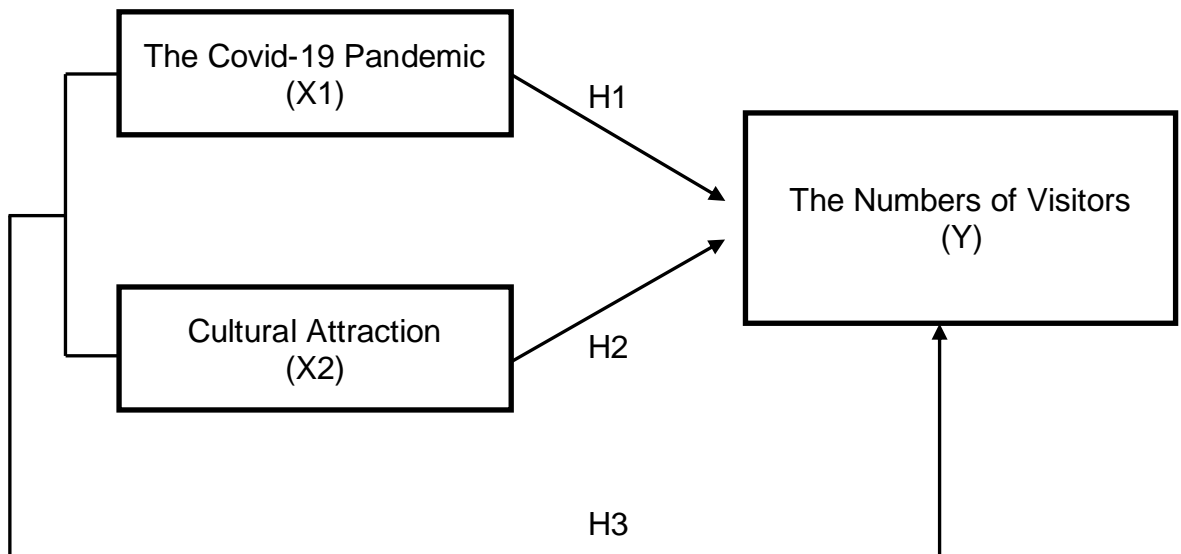
1. Tourist Attractions, including the uniqueness and diversity of a tourist attraction
2. Accessibility, including road conditions, modes of transportation and travel time
3. Facilities, including availability related to public and tourism facilities

### **Number of Visitors**

Visitors are people who make visits to an object, in this case they tend to be called tourists and are defined as people who visit or travel from their place of residence but the purpose is not to stay in the place they visit or only temporarily stay in that place ( Simatupang et al., 2018). In making a visit, a person generally pays attention to various things and various factors and this will have implications for the number of visits to an object so Simatupang et al. (2018) describes that the number of visits is influenced by several factors that become indicators of measurement in the study including:

1. Culture  
Culture plays an important role in shaping a person's decisions, including the decision to visit. Kotler and Armstrong (2012) define that culture is an instrument that contains values, beliefs, habits, desires, and behaviors that are observed by the community. In this case the culture in question must include an understanding of the habits of the target community which includes culture, sub-culture and social class (Bahari & Ashoer, 2018)
2. Personal  
A person's decision to visit is formed by the characteristics and traits that exist within a person. Personal factors are a way of collecting and classifying a person's reactions to situations. The behavior of tourists when deciding to visit tourist attractions cannot be separated from the personality factor in question.
3. Psychological  
Attitudes, feelings, perceptions and individual behavior obtained through a person's subjective are called psychological. The decision process is influenced by motivation, perception, learning, and attitudes, and changes in a person's behavior

are influenced by his experiences. Someone who has a good experience when visiting, is likely to revisit or recommend it to others.



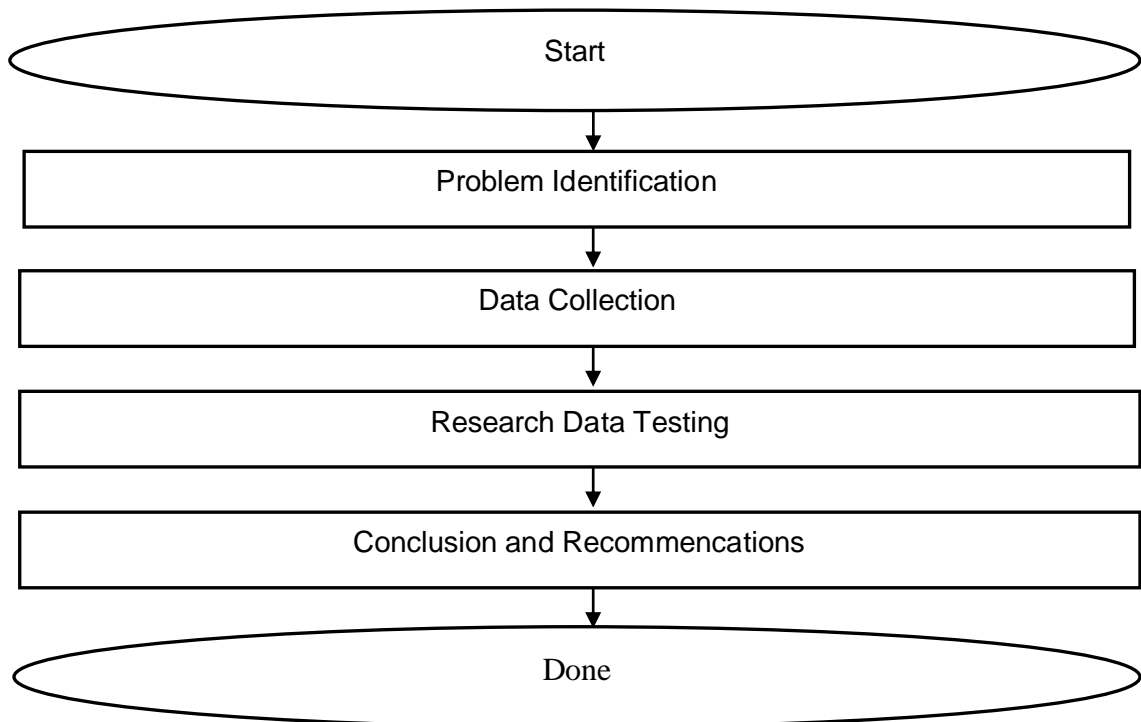
**Figure 1.** Research Model

- H1 : The Covid-19 pandemic affects the number of visitors to the Maimoon Palace in Medan City
- H2 : Cultural attraction affects the number of visitors to Maimoon Palace, Medan City

### RESEARCH METHOD

This research is included in associative quantitative research which aims to find between variables X and Y. Researchers use the independent variable Covid-19 Pandemic and cultural attractiveness which will later be tested for its effect on the variable (Y), namely the number of visitors. The researcher chose the research subject, namely tourists at the Maimoon Palace, which is located in the city of Medan, North Sumatra. Considering the limitations of time and cost, the sample in this study was determined to be 100 people, this is in line with the opinion of Sugiyono (2019) that the appropriate sample size in this study is 30 to 100 people. The research instrument used was a research questionnaire or questionnaire. The questionnaire was prepared using the indicators of each research variable. The questions on the questionnaire are closed questions which are optional on a scale of 1 to 5. The questionnaire will be distributed to visitors or tourists at Maimoon Palace.

The results of the questionnaire will be analyzed to obtain research results. The tests that will be carried out are descriptive analysis, classical assumption test, and hypothesis testing. Descriptive analysis aims to analyze the data simply and then interpreted to be more informative. The classical assumption test is used to ensure that the data meets the best linear unbiased estimator principle. Hypothesis testing is a test that aims to prove research. Hypothesis testing conducted by researchers in this study is multiple linear regression analysis, coefficient of determination test, and partial test (t test). After the test, it can be concluded that the research hypothesis is taken. The research flow carried out is as follows:



**Figure.** Conceptual Framework  
*Source: Primer, 2022*

The research starts from the identification of the research problem. Researchers identify problems through observing a phenomenon that has occurred recently. Researchers identify the phenomenon of the Covid-19 Pandemic which has a broad impact on all sectors of human life. Then the researchers linked it to a sector that really needs human activity widely, namely tourism. Researchers think that the number of visits is greatly affected by the Covid-19 pandemic, especially with the policy of limiting community activities. In addition, the researcher involved the cultural attractiveness variable as one of the forms of the visitor's perspective to make a visit. The next stage was data collection. As previously explained, this research collects research data using a questionnaire or questionnaire which will later be distributed to tourists at Maimoon Palace. Questions will be arranged based on the indicators of each research variable. The questions are closed using a 5-level Likert Scale. Each answer given will be given a point value between 1 to 5 so that it is easy to do analysis and testing in the future.

The third stage is testing research data. As explained above, the results of the questionnaire will be analyzed to obtain research results. The tests that will be carried out are descriptive analysis, classical assumption test, and hypothesis testing. Descriptive analysis is a statistic used to analyze data by describing data that has been collected in other forms so that it is easy to communicate and understand. Classical assumption test is used to determine whether the estimation results used are normally distributed, free from multicollinearity and heteroscedasticity symptoms. Hypothesis testing is one of the objectives of research evidence. Hypothesis testing conducted in this study through multiple linear regression analysis, coefficient of determination test, and partial test (t test). There are two hypotheses in this study, namely:

**H1:** The Covid-19 pandemic affects the number of visitors to the Maimoon Palace in Medan City

**H2** : Cultural attraction affects the number of visitors to the Maimoon Palace in Medan City

The last stage is conclusions and suggestions. After testing, of course, the results will be obtained. The results of this study were drawn from whether or not the hypothesis was prepared by the researcher. The results of this study are a conclusion or answer that there is an influence or not the Covid-19 Pandemic and cultural attractiveness on the number of visits at the Maimoon Palace. Suggestions will be given to further researchers who will continue research as well as to tourism actors who have a direct impact because of this pandemic.

## RESULTS

### Descriptive Statistics

Referring to the results of the research conducted, it can be analyzed descriptively as presented in the following table:

**Table 1.** Visitors' Perceptions Regarding Covid-19.

| Statistics   |         |         |
|--|---------|---------|
| The Covid-19 pandemic has resulted in low tourism activities |         |         |
| N  | Valid   | 100     |
|  | Missing | 0       |
| Median   |         | 4,0000  |
| Mode   |         | 4,00    |
| Std. Deviation   |         | 0,89330 |

*Source: Processed data, 2022*

Based on Table 1. It is known that the most answers given from 100 respondents were 4 with the interpretation that most of the respondents agreed with the statement that the Covid-19 pandemic resulted in low tourism activities.

**Table 2.** Visitors' Perceptions of Cultural Attractiveness

| Statistics  |         |         |
|---|---------|---------|
| Visitors feel comfortable when visiting Maimoon Palace with its historical cultural attractions |         |         |
| N   | Valid   | 100     |
|   | Missing | 0       |
| Median  |         | 4,0000  |
| Mode  |         | 4,00    |
| Std. Deviation  |         | 0,95616 |

*Source: Processed data, 2022*

Referring to Table 2 of the descriptive statistics, it is known that the respondents' answers to the key instrument of cultural attraction are dominated by answer number 4 which can be interpreted as that visitors agree with the statement that they feel comfortable when visiting Maimoon Palace with historical cultural attractions.

### Validity And Reliability

After obtaining descriptive statistical results on respondents' perceptions which were reviewed through key instruments, then the validity and reliability of the instruments



were tested to ensure that the instruments used in this study met the principles of consistency and reliability. The results of the validity test of the Covid-19 Pandemic variable, Cultural Attraction, and Number of Visitors all show valid results. Validity is determined by comparing  $r$  table with  $r$  count,  $r$  table in this study is 0.1966 with  $N$  100  $df-2$  and an error percentage of 5%, while the calculated  $r$  value is obtained through SPSS data processing where the overall  $r$  count  $> 0.166$ . Furthermore, the results of the research instrument reliability test showed reliable results with a Cronbach Alpha value of 0.738. Ghozali (2016) states that if the Cronbach Alpha value shows the number 0.7-0.9 then an instrument is declared reliable.

### **Classic Assumption Test**

Before performing multiple linear regression, the classical assumption test was performed to ensure that the data met the requirements of the best linear unbiased estimator which included tests of normality, multicollinearity, and heteroscedasticity. Based on the results of the normality test with Kolmogorov Smirnov, it is known that the significance value shows the number 0.2 and this value is greater than 0.05 so that the data is declared normally distributed, then based on the multicollinearity test with VIF 1.170 which can be concluded free from multicollinearity, this refers to Sugiyono (2017) which states that a data is free from multicollinearity if the VIF value is less than 10. Then the results of the Glejser heteroscedasticity test show that the data is free from heteroscedasticity.

### **Analysis And Discussion**

Descriptive statistical results which show that most respondents as visitors to Maimoon Palace agree on the statement that the Covid-19 pandemic has resulted in low tourism activities in line with the findings of Suprihatin's research (2020) which states that during the Covid-19 Pandemic period the number of visits to tourist attractions is very low. This is triggered by regulations issued by the government, one of which is the limitation of social activities, then the low level of visits to tourist attractions has implications for the decline in people's incomes in tourist areas, then Eka Putri et al., (2021) found similar results through their research that, The Covid-19 pandemic affects people's interest in traveling, in addition to other factors such as government policies and economic conditions that have contributed to triggering people to reduce their tourism activities. Covid-19 has a significant impact on revenues from the tourism sector in Indonesia, this is due to the low tourism activity of the domestic and foreign community. Referring to the results of descriptive statistics on the key instrument of cultural attractiveness, visitors agree on the statement that they feel comfortable when visiting Maimoon Palace with cultural attractions of historical heritage. The results of this study are in line with the findings of Harahap & Rahmi (2020) that cultural attractiveness in tourist areas can influence tourists to visit, especially if the tourist concerned has an interest in history and culture, this is corroborated by the findings of Indriastuty (2020) which states that the attractiveness of Cultural attractions in tourist attractions need to be introduced to attract tourists' attention.

### **Multiple Linear Regression Analysis**

To validate the results of descriptive statistics, further multiple regression tests, coefficient of determination and t-test were carried out to determine the effect of the

Covid-19 pandemic and cultural attractiveness on the number of visitors at Maimoon Palace, the results of multiple linear regression are presented in table 3.

**Table 3.** Multiple Linear Regression Test Results

| Coefficients <sup>a</sup> |                   |                             |            |                           |         |       |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|---------|-------|
| Model                     |                   | Unstandardized Coefficients |            | Standardized Coefficients | t       | Sig.  |
|                           |                   | B                           | Std. Error | Beta                      |         |       |
| 1                         | (Constant)        | 1,105                       | 0,918      |                           | 1,204   | 0,231 |
|                           | Pandemi Covid-19  | -1,220                      | 0,035      | 0,948                     | -34,583 | 0,000 |
|                           | Daya Tarik Budaya | 0,041                       | 0,022      | 0,052                     | 1,885   | 0,062 |

a. Dependent Variable: Jumlah Pengunjung

Source: Processed data, 2022

Based on the calculation of multiple linear regression in Table 3, the results of the regression equation are as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 0,914 + 1,220 X_1 + 0,041 X_2 + \varepsilon$$

Based on the regression model formed, the results can be interpreted as follows.

1. The constant 1.105 indicates that the Covid-19 Pandemic variable and cultural attractiveness are equal to zero, the number of visits will still have a constant value of 1.105.
2. The regression coefficient for the Covid-19 Pandemic variable is -1.220, indicating that if there is an additional 1-level covid-19 pandemic, the number of visitors will decrease by -1.220 assuming other variables are held constant.
3. The regression coefficient for the cultural attractiveness variable is 0.041 and this indicates that if there is an additional 1 level of cultural attractiveness, the number of visitors will increase by 0.041.

#### Coefficient Of Determination Analysis

Furthermore, the coefficient of determination is carried out to find out the X variable affects the Y variable. The value that is highlighted in this study is the value of the Adjusted R Square because it is recommended to use it when evaluating which regression model is the best (Ghozali, 2014). The results of the analysis of the coefficient of determination are presented in Table 4 below.

**Table 4.** Results of the Coefficient of Determination

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,968 <sup>a</sup> | 0,938    | 0,937             | 1,327                      |

a. Predictors: (Constant), Cultural Attraction, Covid-19 Pandemic  
 b. Dependent Variable: Number of Visitors

Source: Processed data, 2022

Considering the values in table 4, it can be seen that the coefficient of determination is 0.937. This shows that 93.7% of the variable number of visitors is influenced by the Covid-19 pandemic and cultural attraction. While the other 6.3% are influenced by variables that are not the focus of research.



### T Test (Partial)

The t-test was used to determine the analysis of the influence of the Covid-19 pandemic and cultural attractiveness on the number of visits partially. To find out whether the hypothesis is accepted or rejected can use tcount and ttable.

1. The Covid-19 Pandemic variable (X1) has a tcount value of -34,583 and when compared to the ttable whose value is 1.660 and made absolute then  $34,583 > 1.660$ . This value shows that H1 is accepted with the interpretation that the Covid-19 Pandemic has a significant effect on the number of visitors and the minus number shows a negative influence so that the Covid-19 Pandemic has a negative and significant effect on the number of visitors to the Maimoon Palace in Medan City.
2. The cultural attractiveness variable (X2) has a tcount value of 1.885 and when compared with a t-table with a value of 1.660, it is  $1.885 > 1.660$ . This value indicates that H2 is accepted with the interpretation that cultural attractiveness has a significant effect on the number of visitors and a positive number shows a positive influence so that cultural attractiveness has a positive and significant effect on the number of visitors to the Maimoon Palace in Medan City.

This finding is in line with the research findings of Ningsih et al., (2022) that the Covid-19 pandemic had a negative and significant effect on the number of visitors to the Japanese hole, considering that during the pandemic period the government initiated and established regulations that limit community social activities including tourism activities and simultaneously with that tourist objects are closed so that there is no access to visit tourist objects, furthermore Harahap & Rahmi (2020) strengthen research findings that cultural attraction can influence tourists to visit so that the number of visitors to a tourist attraction tends to increase if the management of cultural attraction is managed. done properly.

### CONCLUSION

Referring to the results of research and discussion, the Covid-19 pandemic was concluded to have a negative and significant effect on the number of visits, this was triggered by regulations set by the government regarding restrictions on community mobility, then the economic aspect of the community during the pandemic was also in the spotlight so that the intensity of the community in traveling decreased drastically. The impact for tourist attractions is that the management of tourism objects is less than optimal because most tourist attractions are closed during the Covid-19 Pandemic. Based on the results of testing the second observation variable, namely cultural attractiveness, it shows a positive and significant influence on the number of visitors, so it is hoped that proper management will occur at Maimoon Palace so that there will be an increase in the number of visitors after the Covid-19 pandemic.

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