

The Influence of Price, Facilities, and Service Quality on Re-Staying Interest

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Abstract

This study aims to determine the impact of price, facilities and quality of service, in part or in combination, on intention to stay again. This study is a post hoc study using a quantitative approach. The sampling technique used the probability sampling technique, i.e. simple random sampling, and sampled customers who stayed at The Singhasari Resort Batu more than once from a total of 100 respondents. Sampling was performed according to the Slovin formula. The results of this study show that (1) price has a positive and significant effect on the intention to stay again, (2) facilities have a positive and significant effect on the intention to stay again, and (3) quality of service. has a positive and significant effect. (4) Prices, facilities, and quality of service all have a positive and significant impact on revisit intentions at the same time.

Keywords: Price, Facilities, Quality of Service, Interest to Stay Again, Intention



1. Introduction

In the hospitality industry, retaining loyal customers can reduce the cost and effort of finding new customers[1]. In this case, customer loyalty will manifest in the form of interest in visiting again due to being inspired by the reality received as expected[2]. If the destination offer is attractive, it will encourage tourists to return to the attraction because tourism potential is one of the many factors that cause tourists to visit a tourist spot[3].

Interest in returning to a hotel, especially in a tourist destination area, is defined as the desire to revisit the same destination, such as re-staying at the same hotel in the future, as a direct impact of post-visit behavior within a certain period[4]. Interest in staying again occurs when customers get a good impression and satisfaction from their experience and expectations fulfilled the first time they stay at a hotel and will decide to return to that place the next time.

One factor that influences return intent is the price variable[5]. Price is defined as the amount of something of value, generally in the form of money, that must be sacrificed to obtain a product or service[6]. Price affordability, price compatibility with product quality, price compatibility with benefits, and price competitiveness can inspire customers to maintain their interest again in the future. It is consistent with research showing that price has a large positive impact on return decisions[7].

Amenities are another factor that influences a customer's interest in staying again[8]. A facility indicates a physical resource that must be in place before it can serve customers. Space planning, space planning, fixtures, lighting, colors, and graphically communicated instructions are closely related to customers to influence their return intentions[9]. The results of the research conducted show that facilities influence the interest of customers to stay again. However, another study found that institution did not influence return intentions[10].

Quality of service is one of the factors that can influence the intention to stay again[11]. Define service quality as a global judgment or attitude regarding service superiority. This shows that fulfilling customers' wants and needs will undoubtedly increase their interest in visiting again at another time[12]. The research results show that service quality dramatically influences the intention to return.

The Singhasari Resort is a five-star hotel in Batu City, East Java Province[13]. This hotel is one of the hotels in great demand by tourists because it provides various facilities that will provide comfort and satisfaction for its visitors[14].

Table 1. Data of Guests Staying More Than Twice (2017-2021)

No	Year	Target (10%)	Actual	Comparison
1	2021	3.360	2.886	(474)
2	2020	2.165	2.254	90
3	2019	3.355	2.980	(375)
4	2018	3.820	3.346	(474)
5	2017	3.590	3.520	(70)
Amount		16.289	14.986	(1.303)

Source: The Singhasari Resort Documentation, 2022

Based on the table above, it is known that the targeted guests to visit or stay more than once were only achieved in 2020. The rest of the targets still need to be achieved[15]. Overall, the target of guests staying more than once is 16,289 people. From this target, 14,986 people were achieved, with a gap or comparison of 1,303 people[16].

This data shows a decrease in the number of customers who stay again at The Singhasari Resort over the last five years[17]. This decrease occurred due to a decrease in customers' interest in staying again. One of the factors that have a direct impact on reducing customer interest in staying again is price[18]. Prices at this hotel tend to be flexible or dynamic so that during high/peak seasons, customers feel the room rates are very high (guests feel disadvantaged by high prices) because they need to be used to this rate strategy[19]. In addition,

prices with competitor hotels tend to be uncompetitive. The slightest price difference will be a consideration for them to decide to reuse hotel services in the future[20].

Apart from the price factor, the facilities in this hotel still need to be fixed. Among them are some of the room interiors that are dull and need renovation[21]. Because the room's interior dramatically affects the comfort of customers in the room. In addition, maintenance at several supporting facilities has yet to be maximized[22]. Some guests often complain that the facilities they get could be more optimal, such as the air conditioner is not cold, the Mini Bar is not cold, the linen is dirty, the bathroom is filled with water, the room is dirty, etc[23]. In addition to the maintenance that has not been maximized, several facilities related to customer safety have yet to be handled with proper and competent human resources. Another phenomenon is that no new Food & Beverage Outlets exist, and the existing ones need to follow the current trend. The old design of F&B outlets often causes discomfort and dissatisfaction among customers interested in staying again[24].

In addition to these two factors, there are still some problems with service factors, such as not being able to provide the same type of room as before because another guest has already ordered, being unable to provide a check-in time before 3 pm because the room is not ready (still under construction)[25]. Cannot provide a discounted price according to guest requests because there are already standard price discounts, and there are employees who need to recognize guests who have stayed before.

Based on the above explanation and the gap between previous research findings, it is important to consider the impact of price, facilities and quality of service on customers' intention to stay at The Singhasari Resort Batu Hotel. Therefore, the purpose of this study is to determine 1) price versus customer's intention to stay at Singhasari Resort Batu again, 2) facility versus customer's intention to stay at Singhasari Resort Batu again, and 3) service quality to determine customer's intention to stay. is to assess the impact of determining The Singhasari Resort Batu Again The Singhasari Resort Batu 4) Along with the price, facilities and quality of service, guests indicate their willingness to stay at Singhasari Resort Batu again.

2. Research Method

This survey is a post-mortem survey with a quantitative approach. The research location chosen is the Singhasari Resort Hotel on Jl. Irish Sukarno No. 120 Conducted for four months from August to November 2022 in Batu City, Malang City, East Java. The population in this study is a customer who has stayed more than once between 2021 and 2022, totaling 5,140. Sampling was done using a simple random sampling technique and the number of samples was determined using Slovin's formula with a sample size of 100 of his customers who stayed more than once.

Data collection methods used questionnaires and documents. The variables in this study consisted of independent variables such as price, facilities and quality of service and dependent variables such as intention to stay again. All variables are measured by indicators distributed in the form of questionnaires and measurement scales using Likert scales.

Data analysis methods consist of instrumental tests, called validity and reliability tests, and definitive acceptance tests, called normality tests. Multicollinearity and heteroscedasticity tests. Data analysis techniques include multiple linear regression analysis, hypothesis testing, t-test (partial), F-test (simultaneous), and coefficient of determination. Data analysis procedures were performed using SPSS version 23 software.

2.2 Literature Review

Interest in staying again is defined as revisiting the same destination, such as re-staying at the same hotel in the future, as a direct result of post-visit behavior within a certain period. The return of tourists/customers in the future is because they have pleasure or satisfaction that is better than the expected experience (Ross, 1993 in Intan, 2015).

Three factors can influence customers to make repeat visits or stay again—first is the price factor. When a customer is looking for a hotel to stay at, the first thing he does is ask for the price of the hotel room. The results of research by Ian Alesi Ardyanto and Eryln Anastasia (2019) and research by Winda Wella and Efan Alfonso (2022) state that price has a positive and significant effect on the decision to stay again/stay again at a hotel. Second is the facility factor. The intention to return to a hotel that has been visited is inseparable from the role of the facilities at the hotel, which are always remembered in the minds of customers. Brigham and Houston

(2013) state that interest in revisiting hotels depends on the facilities provided. The research results by Hanjaya et al. (2018) show that facilities influence the intention to stay again. However, this statement differs from Henry Casandra et al. (2020) research, which stated that facilities did not affect the intention to return. The third is the factor of service quality. Service quality is any activity intended or intended to provide satisfaction to customers, with the hope that through this service, the desires and needs of customers can be fulfilled (Kasmir, 2010). Cronin and Taylor (1992) in their journal define intention to stay again as customer behavior in which customers respond positively to the service quality of a company and ultimately raise interest in returning to the company.

Some indicators of interest in staying back (Ferdinand 2002) are as follows:

- 1) Transactional interest, related to the customer's tendency to always stay at The Singhasari Resort at every opportunity they have.
- 2) Refferential interest. related to the tendency of customers who have stayed at The Singhasari Resort to recommend the hotel to others with reference to their stay experience.
- 3) Preferential interest, related to the tendency of customer behavior that has the main preference on The Singhasari Resort as a place that has been visited before. This preference can change if something happens to the preference product.
- 4) Explorative interest, related to interest in customer behavior tendencies who are always looking for the latest information about The Singhasari Resort and looking for information to support the positive characteristics of the hotel.

Suparyanto (2015) defines price as the amount of something of value, generally in the form of money, that must be sacrificed to obtain a product or service. Price is the only factor in the marketing mix that drives revenue or earnings for your business. Kotler and Keller (2016) state that price is the amount of money spent on a product or service, or the value that a customer exchanges for profit, ownership, or use of the product or service. At the same time, Fandy Tjiptono (2015) states that price is the only marketing mix factor that brings profit or revenue to a firm.

There are four indicators that characterize prices according to Kotler and Keller (2016), namely:

- 1) Price Affordability
Price affordability with the purchasing power of customers, that is, if the price set by The Singhasari Resort can still be purchased or reached by customers (in the sense that it is not too expensive).
- 2) Conformity of Price with Product Quality
Compatibility between price and product quality is the perceived value of the customer that the price is still considered reasonable for the quality offered by The Singhasari Resort.
- 3) Price Competitiveness
Price competitiveness with similar products is when the price set by The Singhasari Resort can compete with other hotels.
- 4) Price Compatibility with Benefits
Price compatibility with benefits, namely when the price offered to customers is in accordance with the benefits that customers get.

Kotler (2009) explains that facilities are physical equipment provided by sellers or service providers to support customer convenience. Sulastiyono (2011) states that facilities provide physical equipment to provide convenience to guests in carrying out their activities or activities, so that guest needs can be met while staying at the hotel. Before deciding to reuse lodging services at a hotel, the customer will first seek information about the completeness of the hotel's facilities. Customers will reflect on previous experiences to see if there have been any changes to the facilities at the hotel they will use. According to Tjiptono (2014), facilities are physical resources that must exist before a service is offered to customers. These facilities will be included in the marketing strategy with the hope that customers will be more interested when they see the facilities offered.

Tjiptono (2014) states that there are five indicators that can characterize facilities, namely:

- 1) Spatial Planning, related to the customer's distance from The Singhasari Resort, a location that is easily accessible from various directions, as well as the shape and size that are relatively large and wide.
- 2) Spatial Planning, including interior and architectural planning used in every room of The Singhasari Resort, such as the neat and orderly placement of furniture and equipment.
- 3) Equipment, including all supporting infrastructure in each room at The Singhasari Resort that is able to provide comfort for customers, such as bed, bathroom, and other equipment.
- 4) Lighting and Color Arrangement, setting the light and color of the room according to the needs of the activities to be carried out by the customer and helping to create the atmosphere you want to build in the room.
- 5) Instructions delivered graphically, including visual appearance, placement, determination of physical form, color selection, lighting, and selection of the shape of the appearance of the symbol to be used for the purpose of providing an interesting experience for The Singhasari Resort customers.

According to Tjiptono (2015), service or service quality is a dynamic state closely related to products, services, people, processes, and environments that at least meet or even exceed expected service quality. I have. Wijaya (2011) explains that service quality measures how well the level of service provided meets customer expectations. Barata (2006) states that the measure of service quality is more often determined by the party providing the service, as it is not only the party providing the service, but also the party receiving the service.

Bitner and Zheitaml (2003) state that service quality indicators known as SERQUAL (service quality) consist of:

- 1) Physical evidence (tangible), i.e. the ability of a company to prove its existence to the outside world.
- 2) Reliability is the ability of a company to deliver services accurately and reliably in accordance with what is promised.
- 3) Responsiveness is the willingness to assist and serve customers quickly and accurately by communicating clear information.
- 4) Assurance is the knowledge, courtesy and competence of employees that inspire customer confidence in the company.
Empathy, namely giving sincere and individual or personal attention given to consumers by trying to understand the customer's desires.

2.3 Hypotheses

Based on the formulation of the problem and the literature review that has been described, several hypotheses proposed in this study are as follows:

H1 : It is suspected that the price positively affects the intention to stay returning customers at The Singhasari Resort Batu.

H2 : It is suspected that facilities positively affect customers' intention to stay again at The Singhasari Resort Batu.

H3 : It is suspected that service quality positively affects customers' intention to stay again at The Singhasari Resort Batu.

H4 : It is suspected that price, facilities, and service quality positively affect customers' intention to stay again at The Singhasari Resort Batu.

3. Findings

3.1 Problem

The obstacles found in the implementation of this research were respondents who had not stayed at The Singhasari Resort Batu Malang for a long time, not knowing the current conditions of the application of the latest prices and completeness of the facilities, so it was feared that the answers to the questionnaire were not optimal and not relevant to current conditions. To overcome this, the researchers distributed the latest price lists and documentation of the completeness of the facilities, which had undergone several changes in form and quantity.

3.2 Research Implementation

A. Result

The characteristics of respondents in this study consisted of 44 people (44%) men and 56 people (56%) women. Furthermore, there were three respondents in the age range of 21-25 years, 14 people aged 26-30 years, 16 people aged 31-35 years, 15 people aged 36-40 years, and 37 people aged 41-50 years. Based on education level, respondents were dominated by 53 undergraduates (S1), followed by 24 diplomas, ten undergraduates (S2), nine high schools, and 4 undergraduates (S3). Furthermore, based on occupation, 53 respondents had jobs as private employees, followed by 22 PNS/TNI/POLRI, 16 entrepreneurs, and nine academics. Based on the average monthly income, respondents have an average monthly income of more than Rp. 5,500,000, - namely, as many as 55 people, while 19 have an Rp income. 4,500,000 – Rp. 5,500,000, 14 people have an income of Rp. 3,500,000 – Rp. 4,500,000, 7 people have an income of Rp. 2,500,000 – Rp. 3,500,000, and the remaining five people have an income of less than Rp. 2.500.000,-. And finally, based on information sources, 65 respondents obtained information that was a recommendation from another person (word of mouth). Furthermore, 19 people obtained information from Instagram, 11 people obtained information from blogs/websites, four people obtained information from brochures/pamphlets, and one person obtained information from Youtube.

Based on the results of the validity and reliability tests, all statement items on the instrument from all variables of price, facilities, service quality, and re-stay were declared valid because they had significant value and had a value of count > table (0.374). Furthermore, based on the calculation results, Cronbach's alpha value on the variables Price, Facilities, Service Quality, and Interest to Re-Stay is more significant than 0.6, so it can be concluded that all of these variables are declared reliable, and further analysis can be carried out.

The results of the normality test using the Kolmogorov-Smirnov test indicate significance or Asymp. Sig. (two-sided) is $0.066 > 0.05$, so the study data are normally distributed. Based on the results of the multicollinearity test, the price, amenity, and service quality variables have tolerance values above 0.1 and variance inflation coefficient (VIF) values below 10, so this data is not consistent between the independent variables in the study. did not exhibit the multicollinearity experienced in .

Additionally, based on the results of the heteroscedasticity test with the scatterplot image, we can see that the data points are distributed above, below, or around the number 0. There is no distribution of data points, rather than simply accumulating points one above the other. Produces a wide wave pattern. Then it narrows and widens again, and the distribution of data points is unpatterned, so the problem of heteroscedasticity does not occur.

Table 2. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.362	2.468		1.362	.176
Price	.184	.093	.183	1.984	.049
Facilities	.082	.069	.116	1.994	.035
Quality of Service	.424	.082	.552	5.184	.000

Based on the results of multiple linear regression analysis, it is known that the value $a = 3.362$, $b_1 = 0.184$, $b_2 = 0.082$, $b_3 = 0.424$, then the following equation is obtained:

$$Y = 3.362 + 0.184X_1 + 0.082X_2 + 0.424X_3$$

Based on the results of the multiple linear regression analysis, it can be seen that:

- 1) The constant value (a) has a positive value of 3.362, which means that if all the dependent variables (price, facilities and quality of service) are fixed or have a value of 0 (zero), then the value of Y (intention to stay again) is 3.362.
- 2) The price regression coefficient is positive at 0.184. This means that for every increase of 1 unit price, it can increase interest in staying at The Singhasari Resort Batu, assuming the facilities and service quality remain the same.
- 3) The Facility regression coefficient is positive at 0.082. This means that every 1 increase in facility units can increase interest in staying at The Singhasari Resort Batu again, assuming the price and service quality remain the same.
- 4) The regression coefficient of Service Quality has a positive value of 0.424. That is, for every 1 unit increase in service quality, it can increase interest in staying at The Singhasari Resort Batu again, assuming the price and facilities are fixed.

With the number of respondents (n) = 100, the degree of freedom (df) = $100 - 2 = 98$ is obtained, and using $\alpha = 5\%$, then based on the t distribution table; the table value is 1.983. The hypothesis test results showed that the Sig. for the price variable (X_1) is $0.049 < 0.05$, and the count is $1.984 > \text{table } 1.983$, so there is a positive effect of price on the intention to stay again. Thus H_1 is accepted. Sig. The facility variable (X_2) has a value of $0.035 < 0.05$ Table 1.983, so it has a positive impact on the facility's willingness to stay again. Therefore H_2 is accepted. The value of quality of service (X_3) for the Sig. variable is $0.000 < 0.05$ Table 1.983, so there is a positive impact of quality of service on return intent. Therefore H_3 is accepted. Fount values are Fount $> F_{\text{table}}$ ($51.798 > 2.70$) and Sig. $0.000 < 0.05$. Price (X_1), facilities (X_2), and quality of

service (X3) have a positive and significant impact on intention to stay again (Y). Therefore H4 is accepted.

The coefficient of determination is 0.618 or (61.8%). This indicates a 61.8% contribution of the dependent variables (price, amenities, quality of service) to the dependent variable (intention to stay). In contrast, the remaining 38.2% are influenced or explained by other variables not included in this survey model.

B. Discussion

Based on the results of hypothesis testing, price has been found to have a positive and significant impact on customers' intention to stay at The Singhasari Resort Batu again. These results support the theory that, from a marketing perspective, price plays an important role in attracting and retaining existing customers. Price refers to the amount of money spent on a product or service, or the value that a customer exchanges for benefit, ownership, or use of the product or service. A customer's interest in wanting to stay again in a 5-star hotel at a great price is also influenced by the relevance of the price with the quality and benefits obtained. Customers tend to consider the benefits they perceive depending on the price offered.

The results of this survey show that the more the price matches the quality and benefits, the more customers will want to stay again. If so, the customer's interest in re-staying will decline. In this case, the customer's turning point when evaluating price control is the aspect of the benefits Zasinghasari feels or receives during her stay at the resort. Price is therefore one of the factors influencing a customer's interest in purchasing or re-staying at The Singhasari Resort. The findings of this study are consistent with findings that price has a positive impact on intention to stay again (repurchase intention).

Based on the results of hypothesis testing, price, facilities and quality of service have been found to simultaneously have a positive and significant impact on customers' willingness to stay at Singhasari Resort Batu again. The R-squared value determined by the certainty test is 0.618 (61.8%). The effect of the independent variables (price, facilities, quality of service) on the dependent variable (intent to stay) is 61.8%. In other words, the variation in the independent variables used in the model can explain 61.8% of the variation in the dependent variable. At the same time, the remaining 38.2% are influenced or explained by other variables not included in this survey model.

4. Conclusion

Based on data analysis and research on the impact of price, facilities and quality of service on the customer's intention to stay again at The Singhasari Resort Batu, the following conclusions can be drawn:

1. Price has a positive and significant effect on the intention to stay again. This indicates that better management and pricing will increase customer interest to stay again.
2. Facilities have a positive and significant effect on the intention to stay again. This indicates that the better the conditions and availability of facilities, the more likely it will be to increase customer interest to stay again.
3. Service Quality has a positive and significant effect on the intention to stay again. This indicates that a better quality of service provided will increase customer interest to stay again.
4. Price, facilities, and service quality positively and significantly affect the intention to stay again. This indicates that together management and pricing, condition and completeness of facilities, and good service quality will be able to increase customer interest to stay again.

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